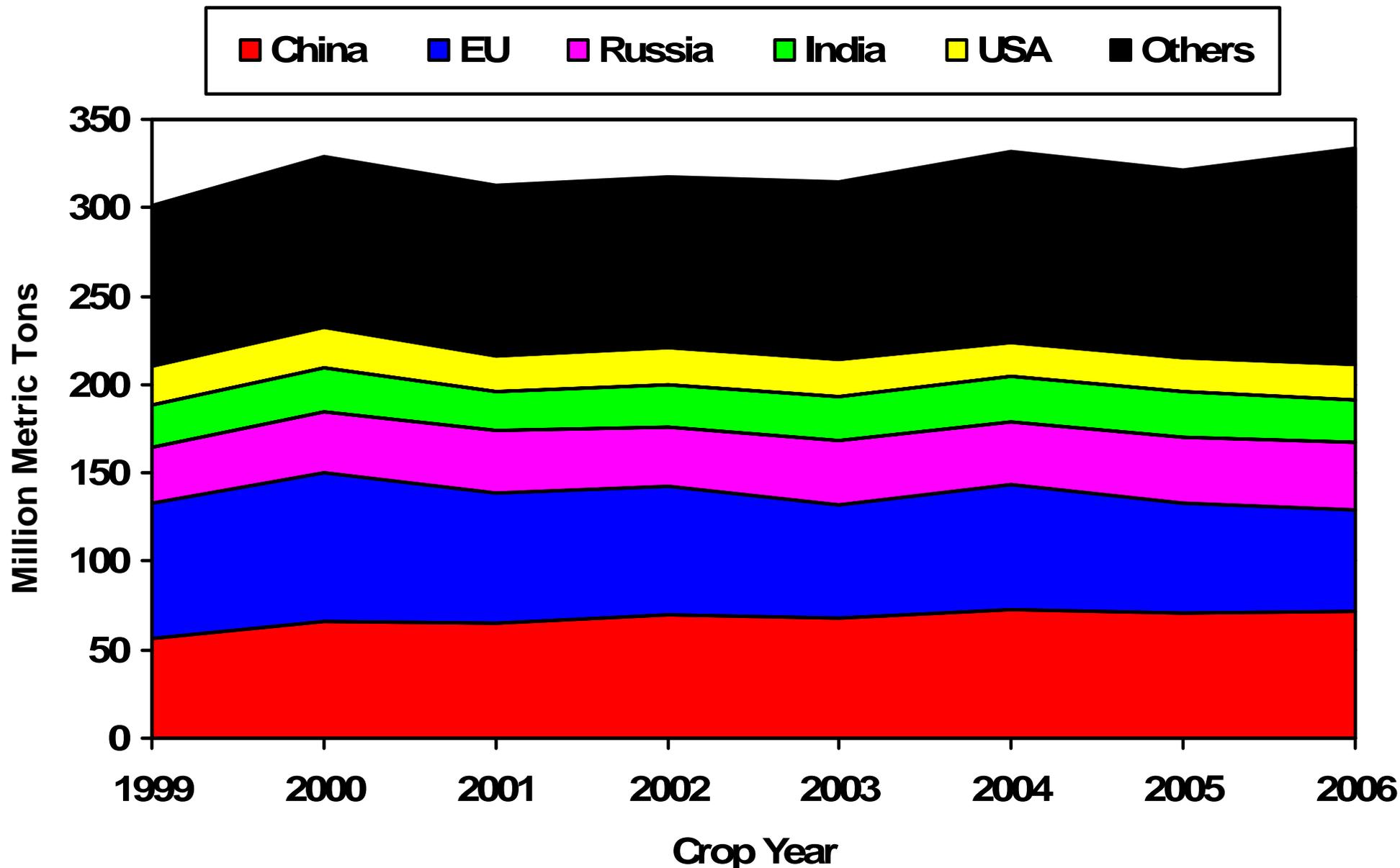


# **The U.S. and World Situation: Fresh and Processed Potatoes**

**USDA  
Foreign Agricultural Service  
OGA/ISA/SCFB  
March 2008**

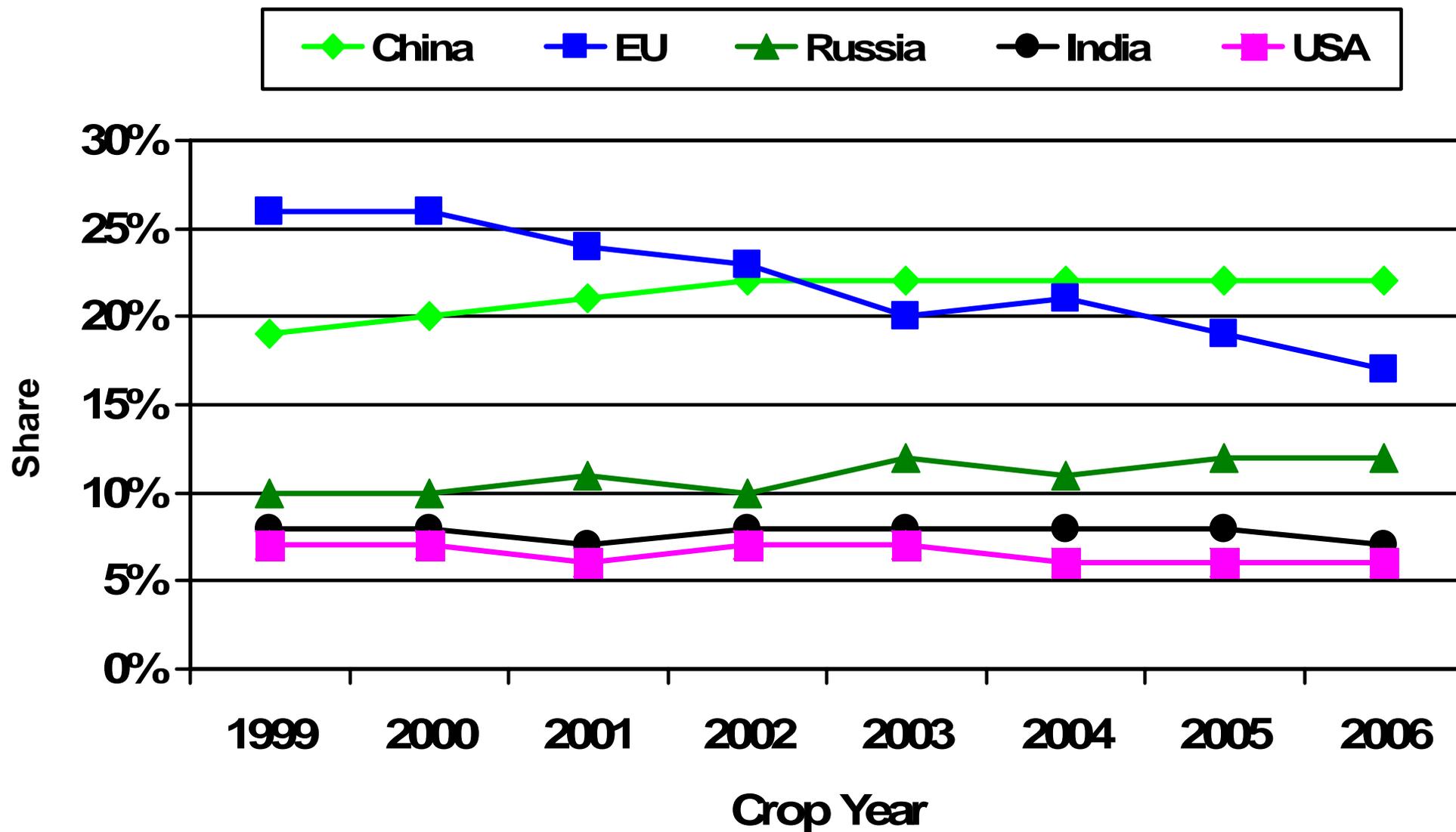
# World Fresh Potato Production



Source: Food and Agriculture Organization (FAO) of the United Nations, USDA/National Agricultural Statistics Service

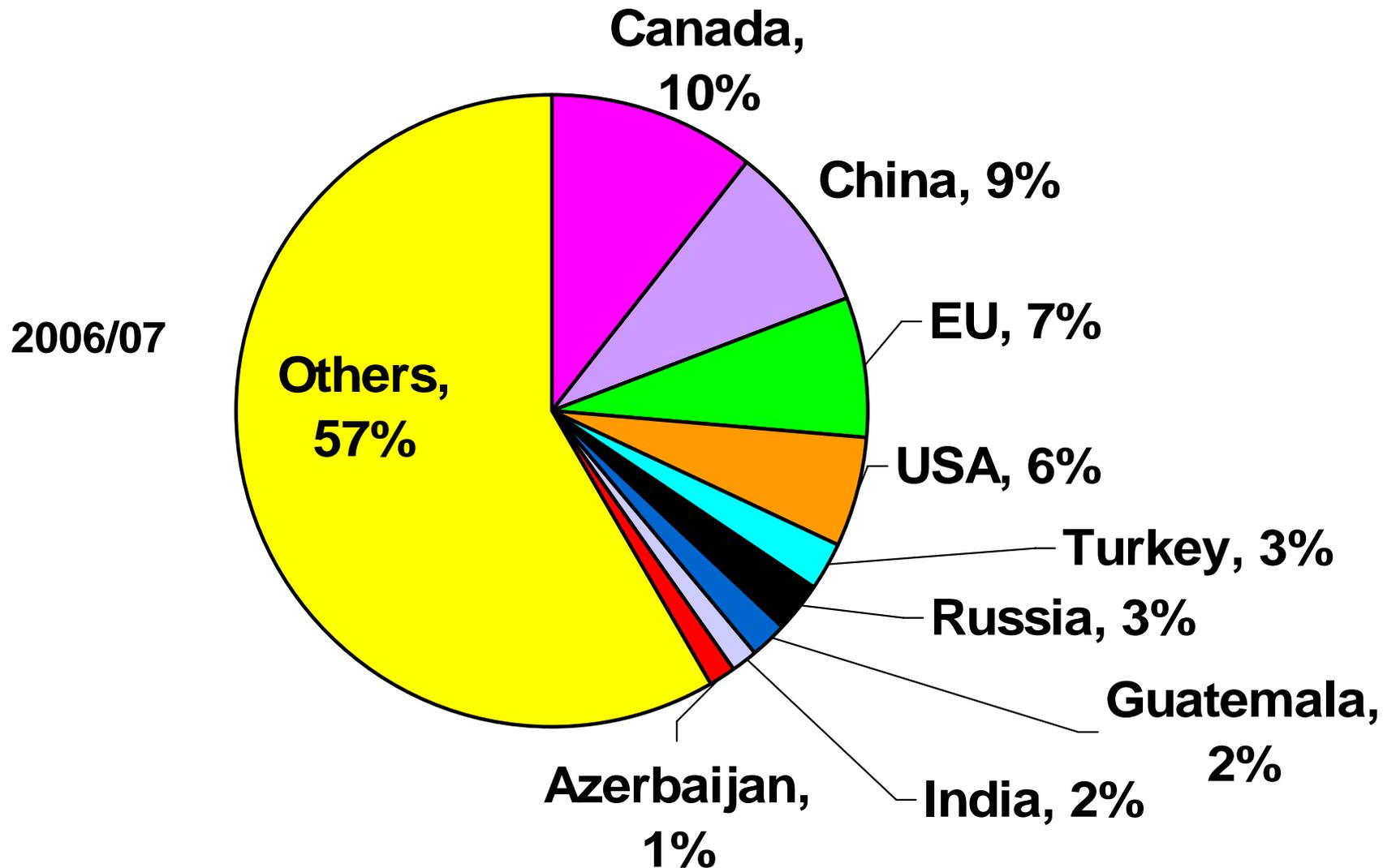
Note: Crop year is Jan-Dec.

# Top Producers' Shares of World Fresh Potato Production by Quantity



Source: Food and Agriculture Organization (FAO) of the United Nations

# World Fresh Potato Exports Dominated by Small Players

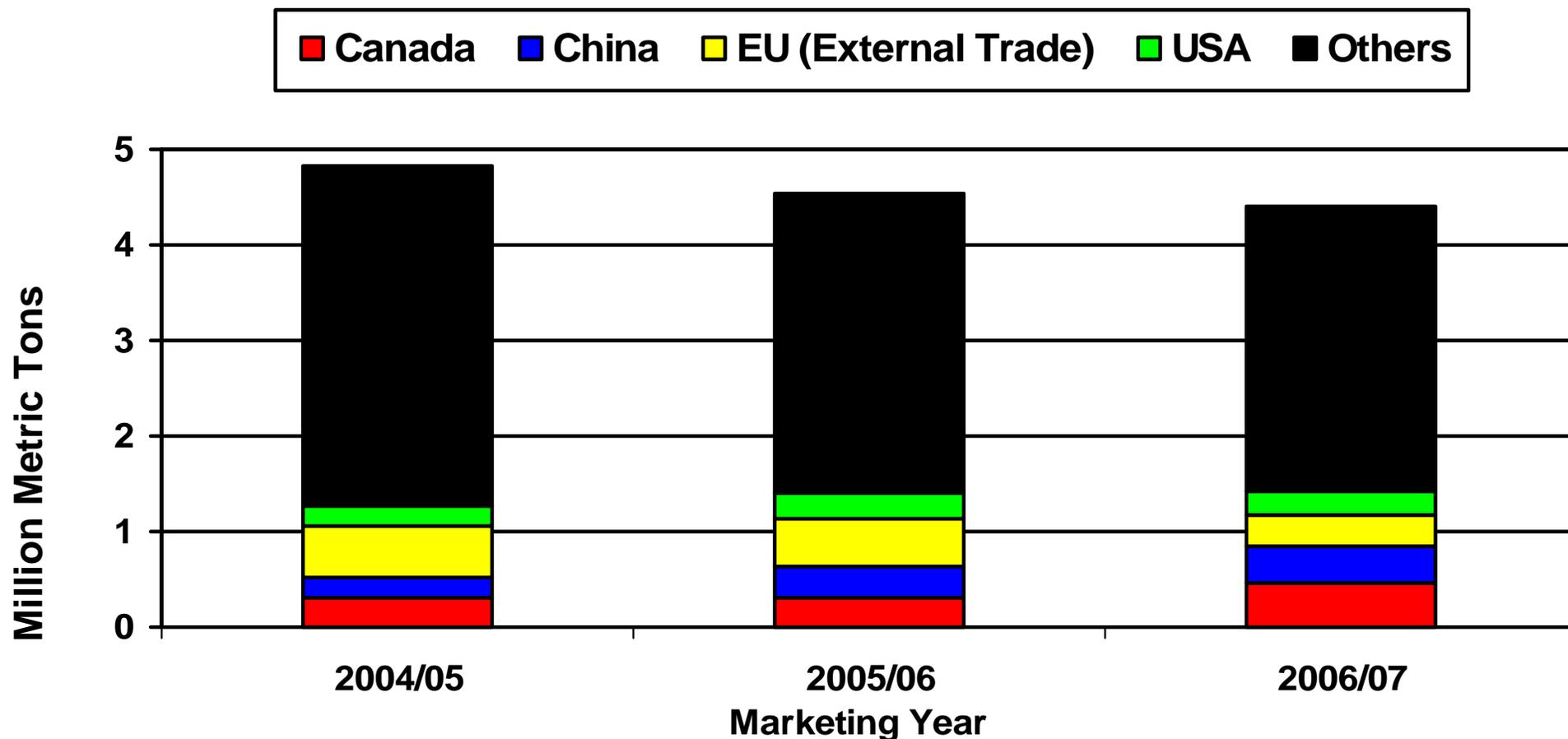


Source: Global Trade Atlas (GTA); Bureau of the Census, DOC; Food and Agriculture Organization (FAO) of the United Nations

Note: HS070190.

# Mixed Results for Major Fresh Potato Exporters

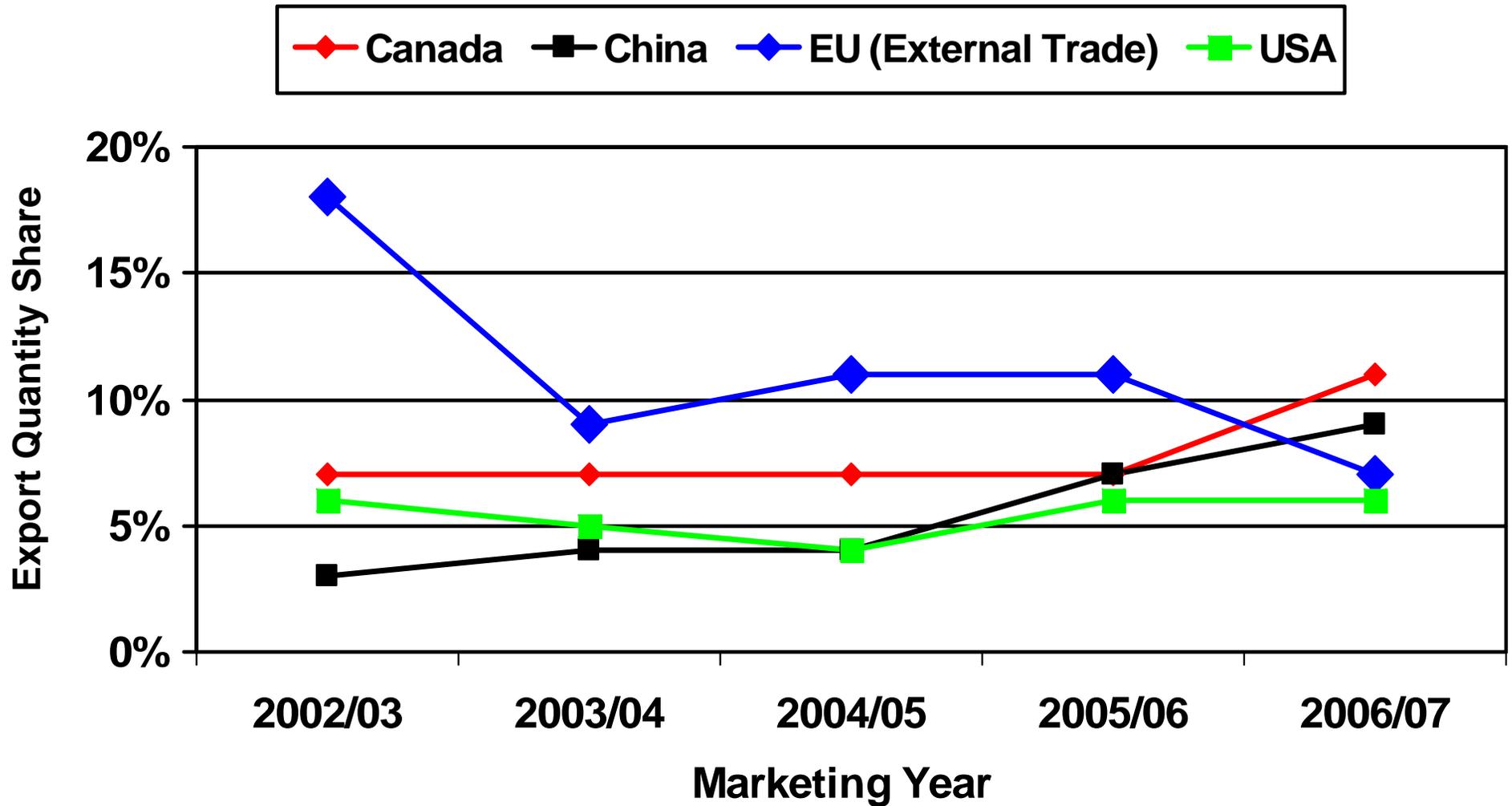
*Canada, China, & U.S. Rise, EU Declines*



Source: Global Trade Atlas (GTA); Bureau of the Census, DOC; Food and Agriculture Organization (FAO) of the United Nations

Note: HS070190. Marketing year is July-June. "Others" made up of over 30 countries accounting for less than 3 percent share each. Turkey, Russia, Guatemala, India, Azerbaijan, Morocco, South Africa, New Zealand, Colombia each had 1-3 percent share in 2006/07, while the rest accounted for less than 1 percent.

# EU Loses Export Market Share to Other Major Global Players

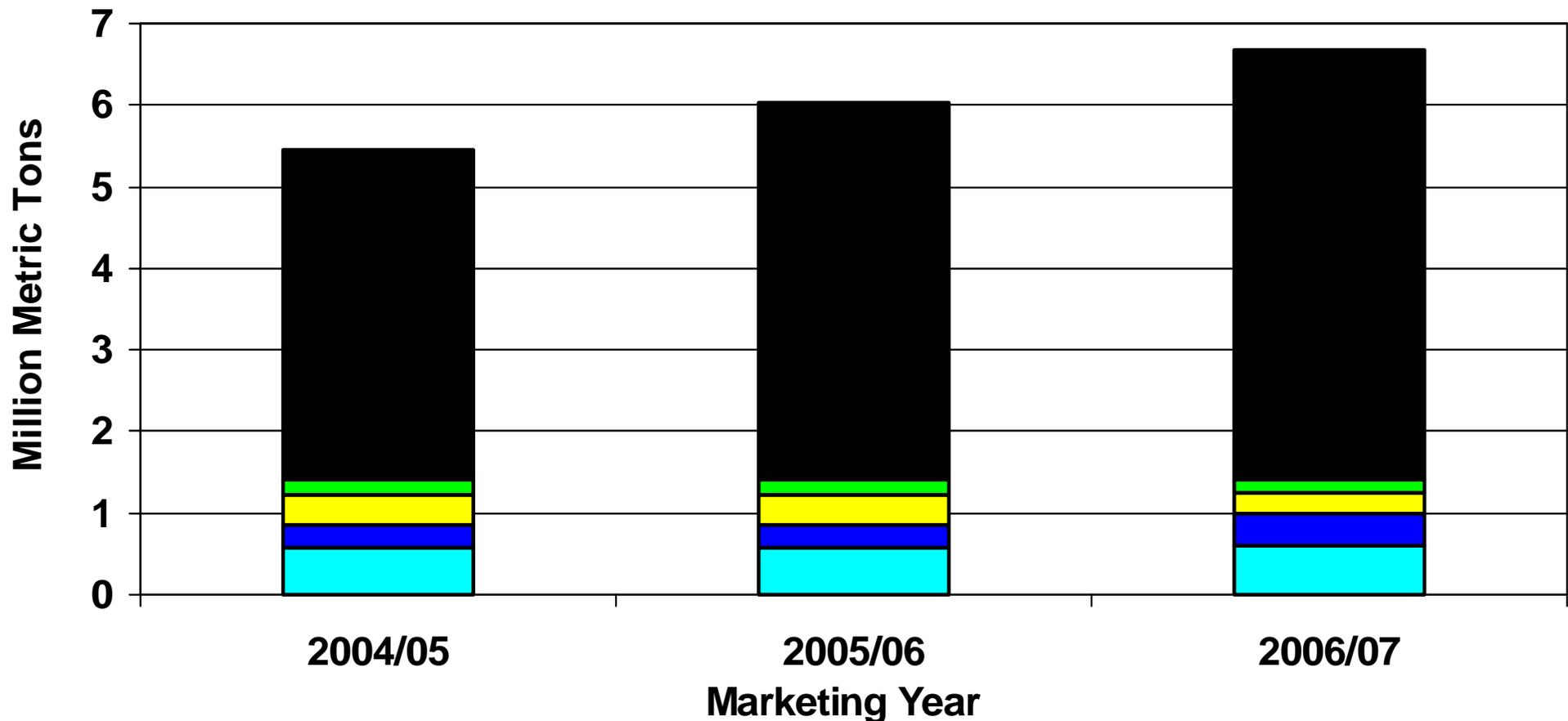


Source: Global Trade Atlas (GTA); Bureau of the Census, DOC; Food and Agriculture Organization (FAO) of the United Nations

Note: HS070190.

# Key Import Markets Remain Flat, While New Markets Grow

■ EU ■ USA ■ Russia ■ Canada ■ Others

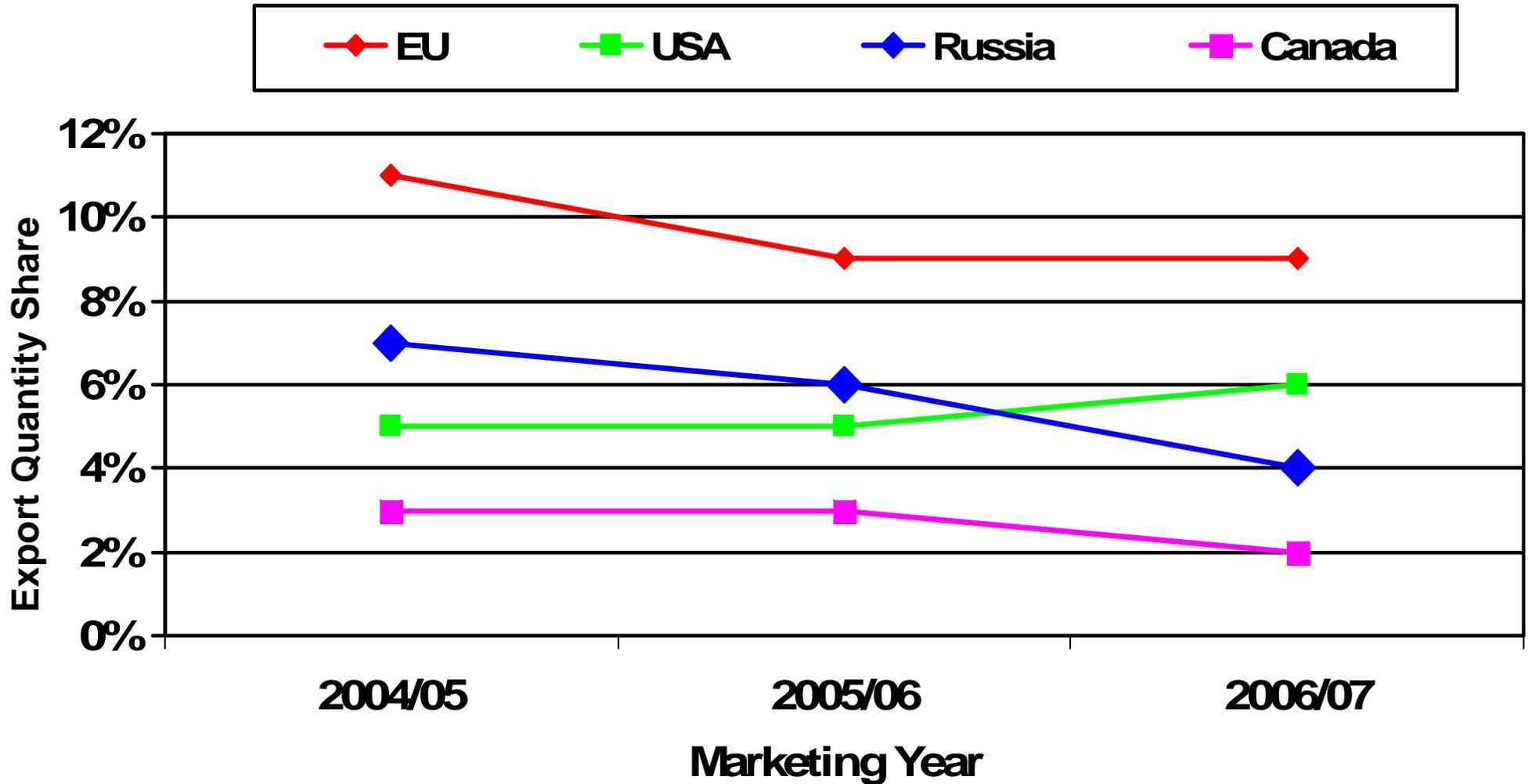


Source: Global Trade Atlas (GTA); Bureau of the Census, DOC; Food and Agriculture Organization (FAO) of the United Nations

Note: HS070190. Marketing year is July-June. "Others" made up of over 50 countries accounting for less than 1 percent share each. Malaysia, Sri Lanka, Kazakhstan, & Switzerland each had 1 percent share in 2006/07, while the rest accounted for less than 1 percent.

# Top World Importers' Shares of Fresh Potatoes by Quantity

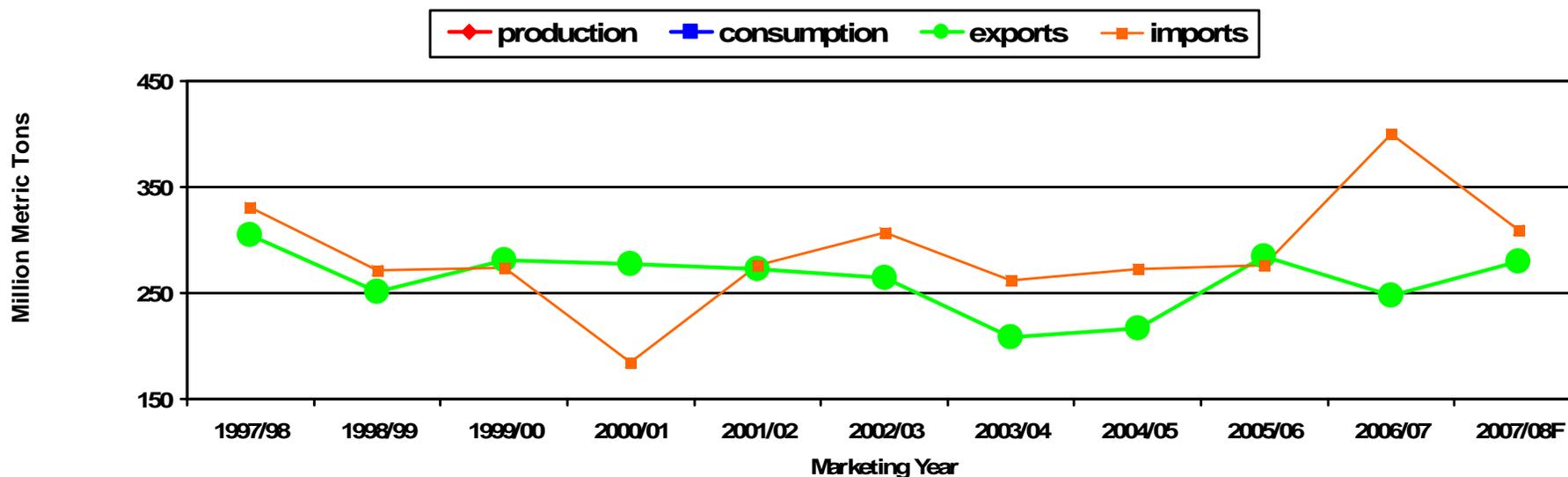
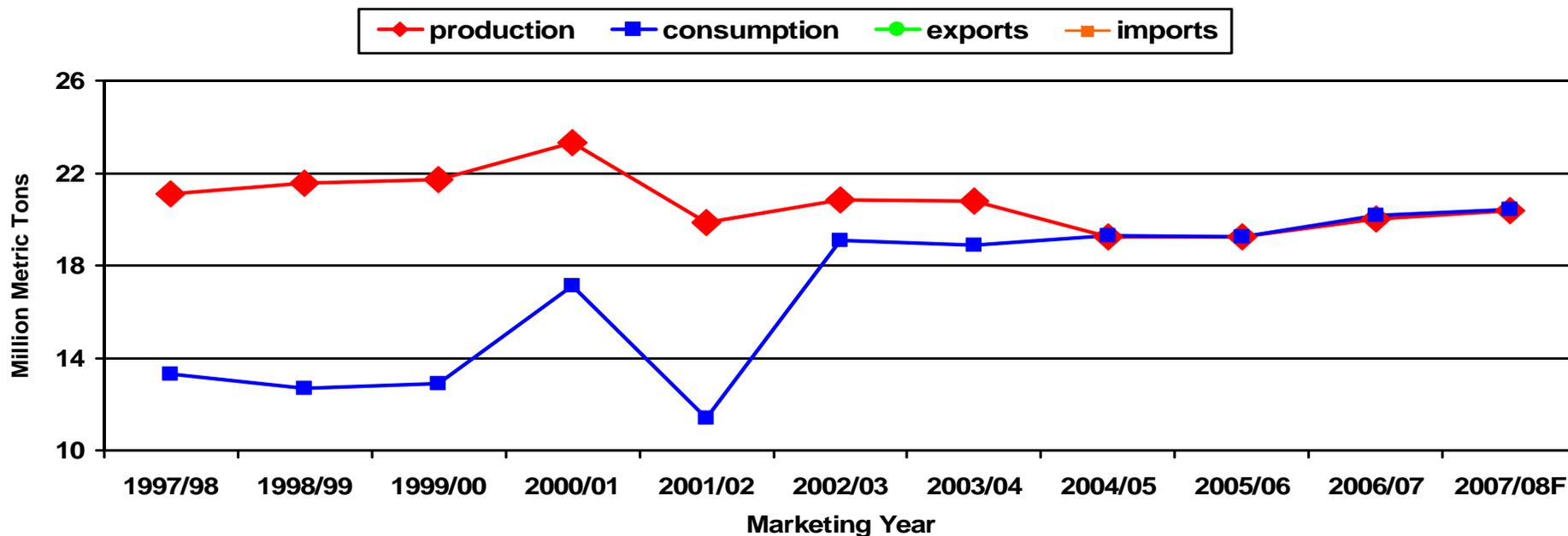
## *U.S. Gains Share*



Source: Global Trade Atlas (GTA); Bureau of the Census, DOC; ; Food and Agriculture Organization (FAO) of the United Nations

Note: HS070190.

# U.S. Potato Market

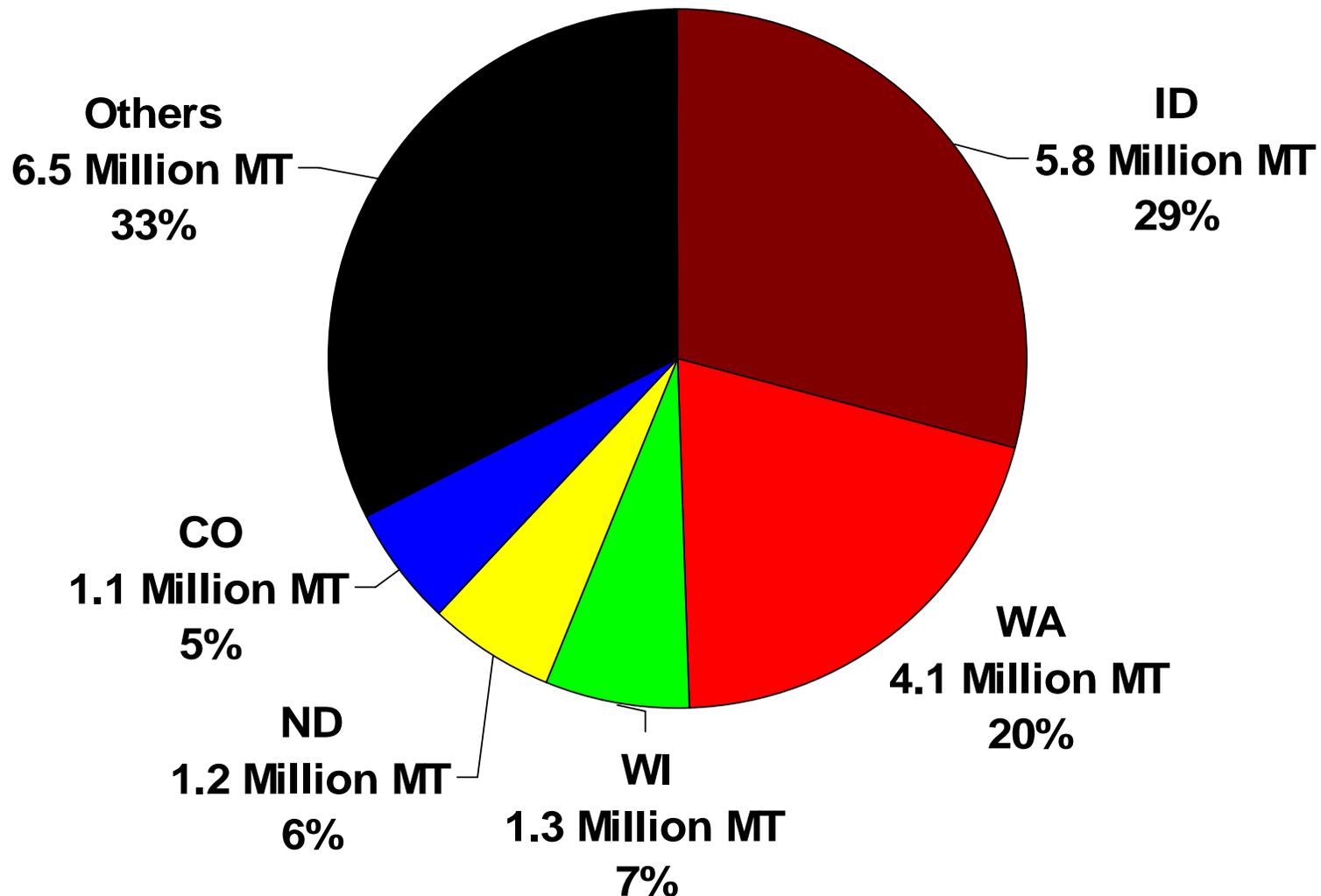


Source: National Agricultural Statistics Service, USDA; Economic Research Service, USDA; and Bureau of the Census, DOC

Note: Marketing year is July-June. F=FAS forecast.

# U.S. Potato Production by State

*2007 Forecast Up 2 Percent at 20.3 Million MT*

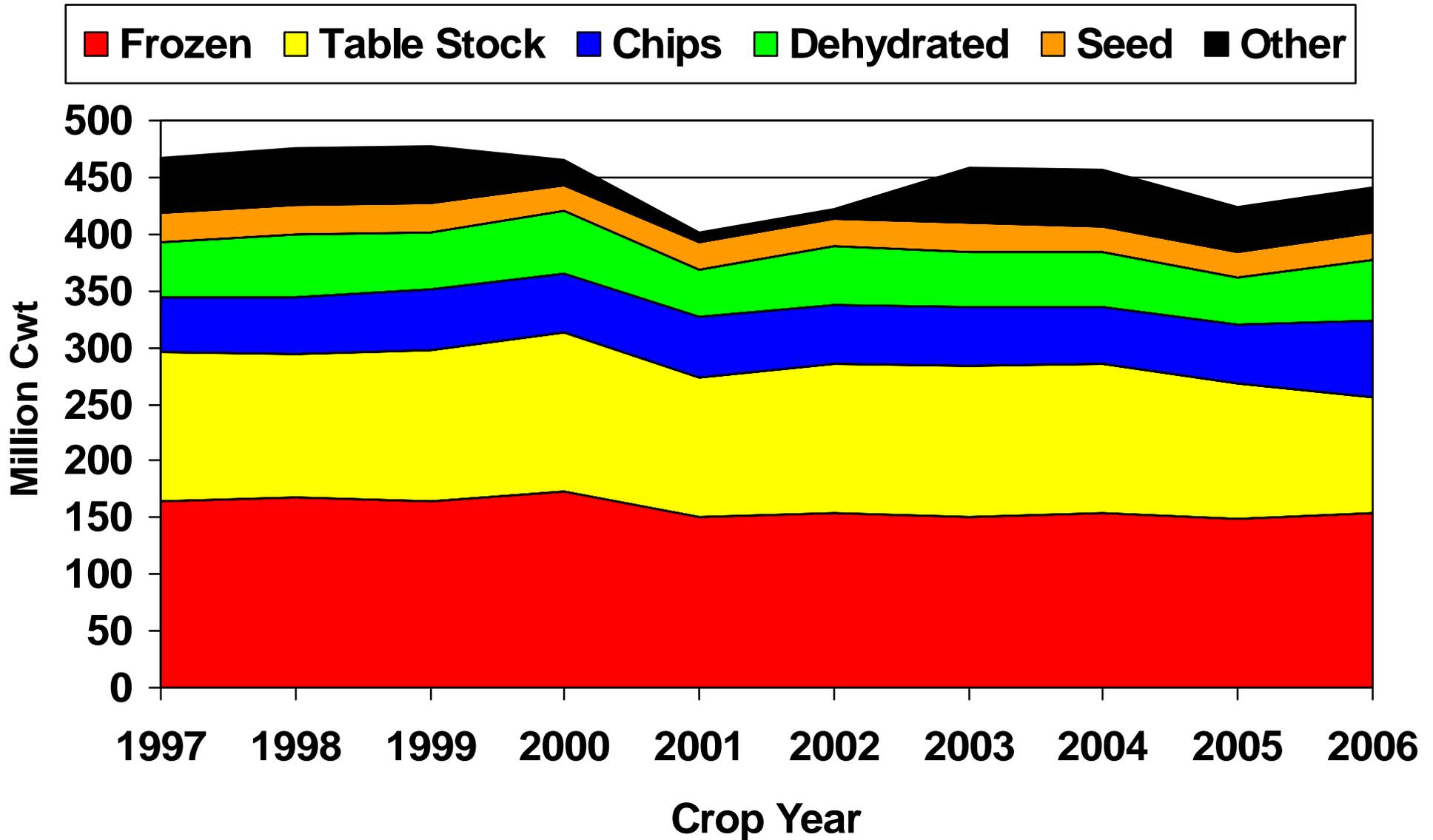


Source: National Agricultural Statistics Service, USDA

Note: Crop year is associated with the calendar year in which harvest is accomplished.

# Market Utilization of U.S. Potatoes

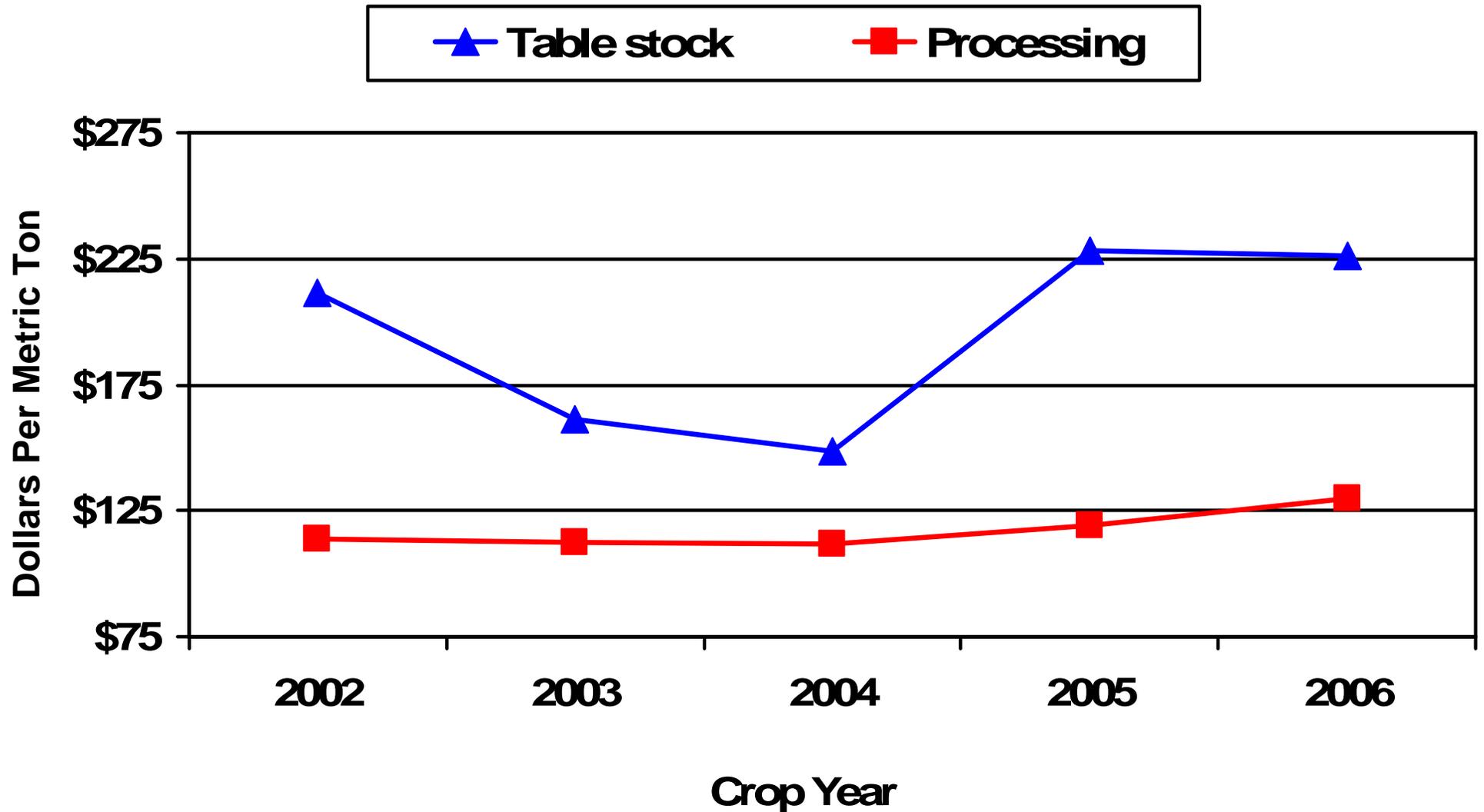
## *Frozen & Table Stock Account for Half*



Source: National Agricultural Statistics Service, USDA

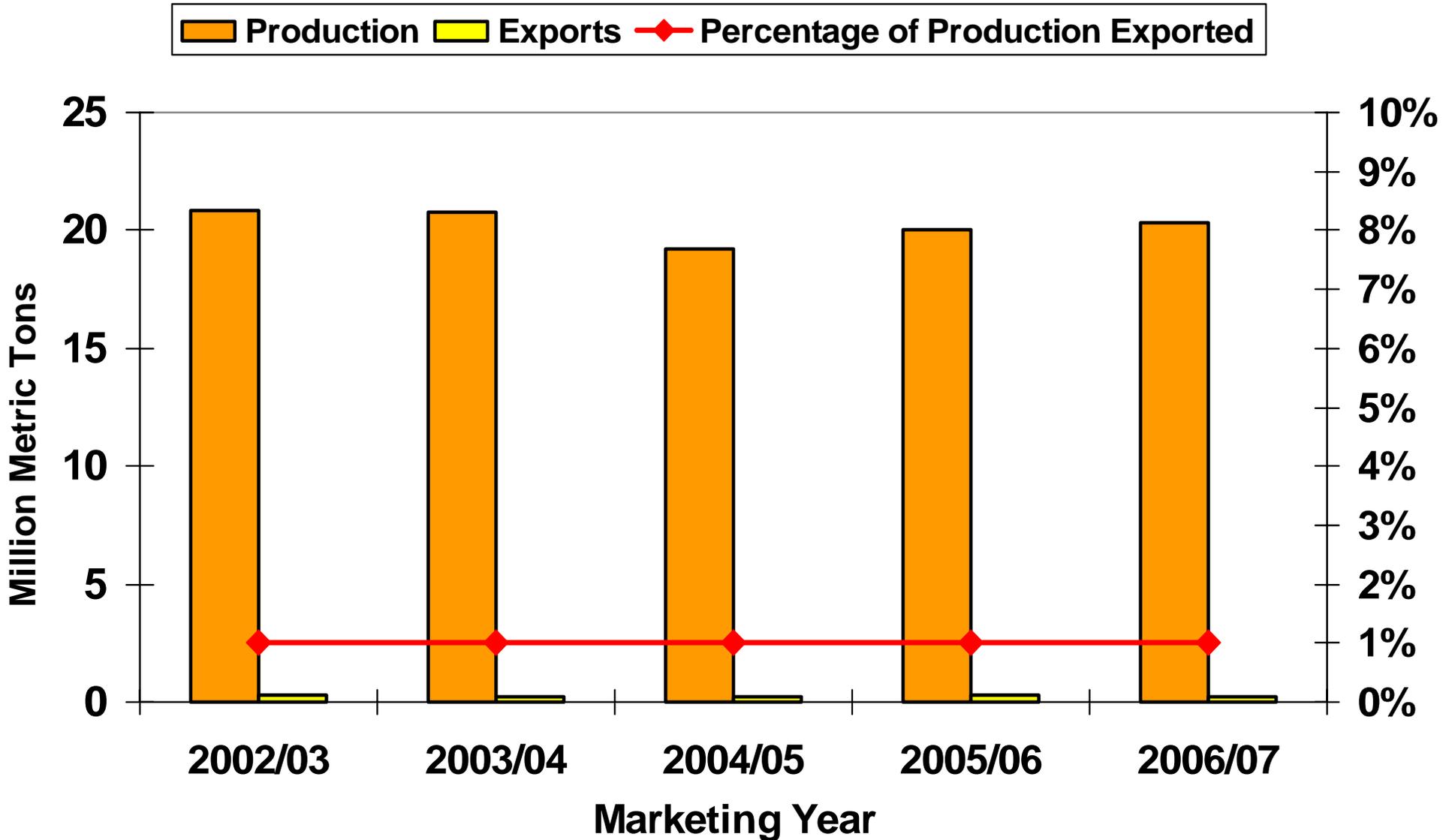
Note: Cwt (hundredweight) equals 100 pounds. Crop year is Jan-Dec.

# Average Grower Prices for U.S. Potatoes



Source: National Agricultural Statistics Service, USDA

# Percentage of U.S. Potato Production Exported

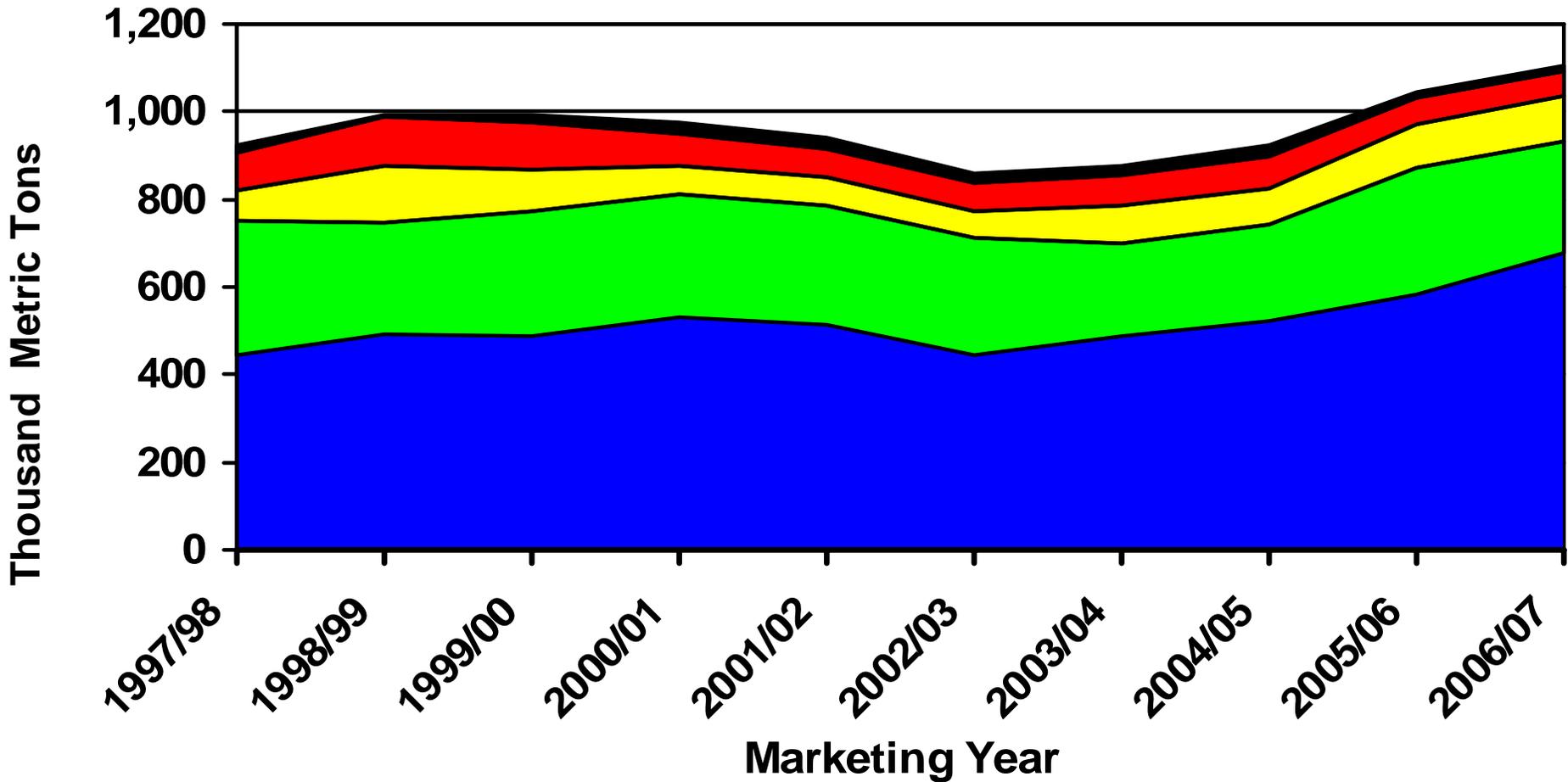


Source: National Agricultural Statistics Service, USDA, and Bureau of the Census, DOC

# U.S. Exports of Potatoes by Group

## *Frozen Share Grows Fastest*

■ Frozen   
 ■ Fresh   
 ■ Dehydrated   
 ■ Chips   
 ■ Seed

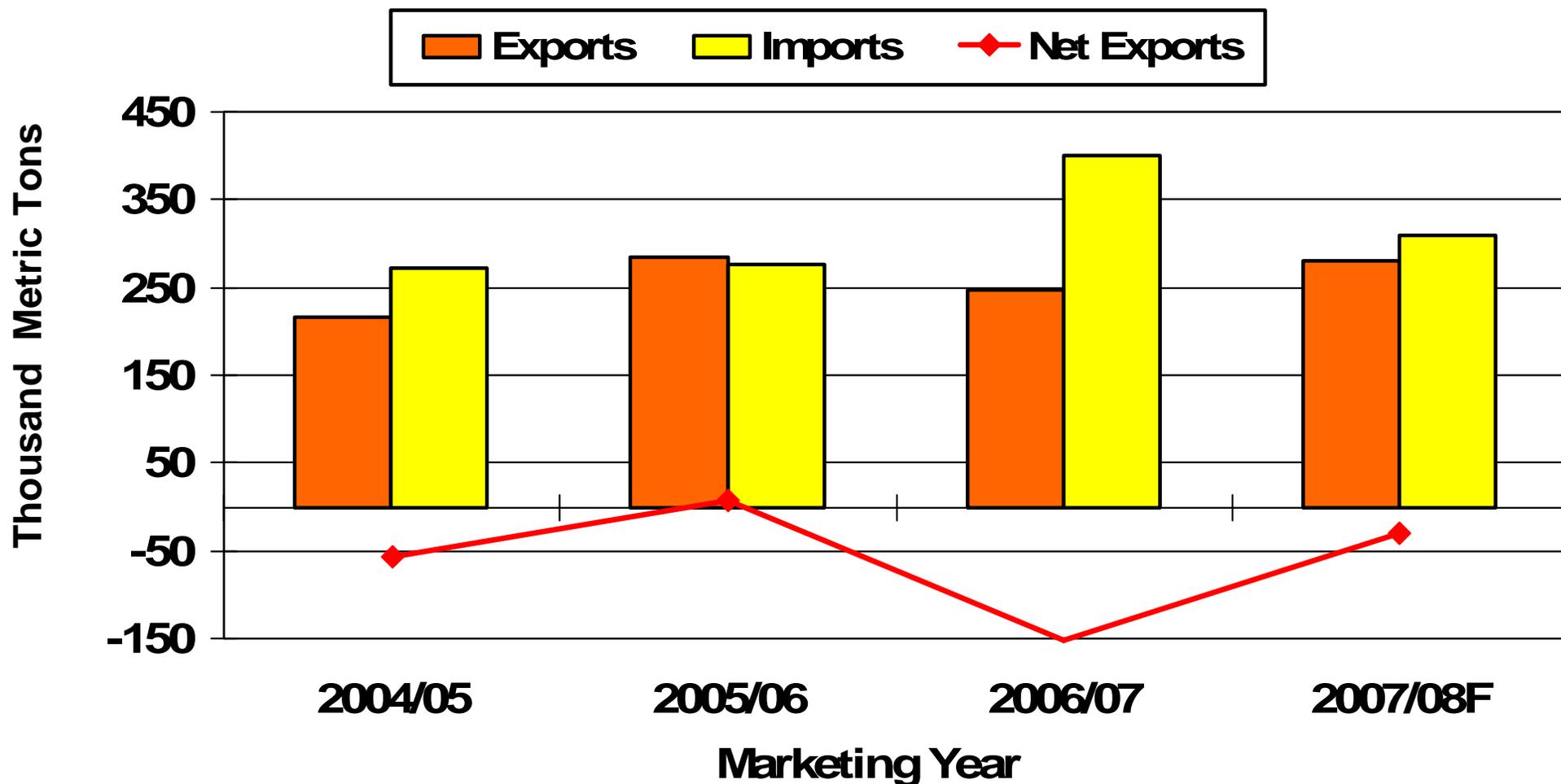


Source: Bureau of the Census, DOC

Note: HS0701, 0712903000, 110510, 110520, 110813, 200410, 200520. Dehydrated excludes chips; includes flour and starch.

# U.S. Net Trade Deficit in Fresh Potatoes Expected to Narrow in 2007/08

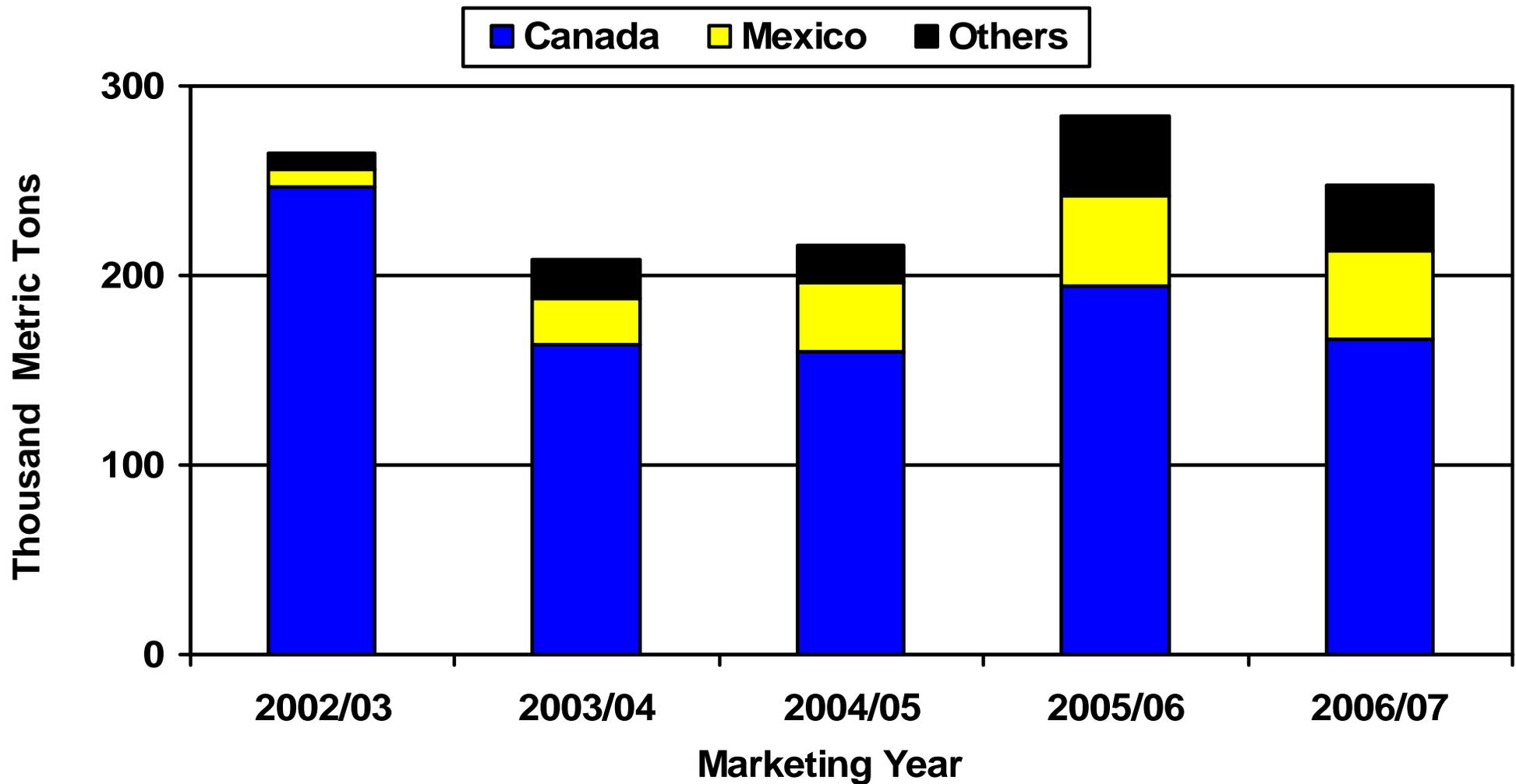
*Exports Forecast to Rise 10 Percent,  
Imports Will to Return to More Normal Levels*



Source: Bureau of the Census, DOC

Note: HS070190. Does not include seed potatoes. F=FAS forecast.

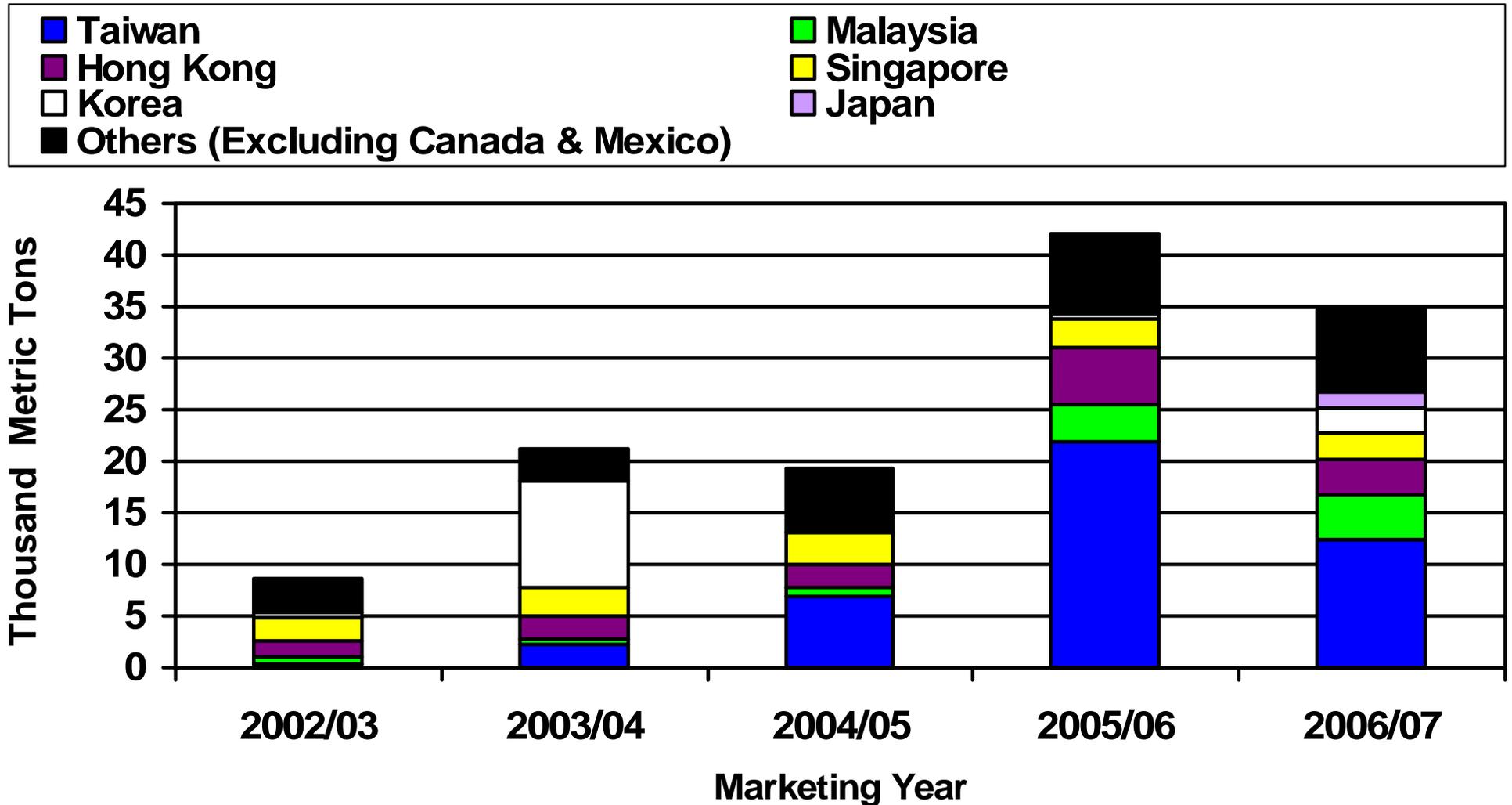
# Exports to Canada Fell Over Last 5 Years, Diverted to Mexico & Other Markets



Source: Bureau of the Census, DOC

Note: HS070190. Does not include seed.

# U.S. Fresh Potato Exports to Other Markets Grew Faster than to Canada and Mexico

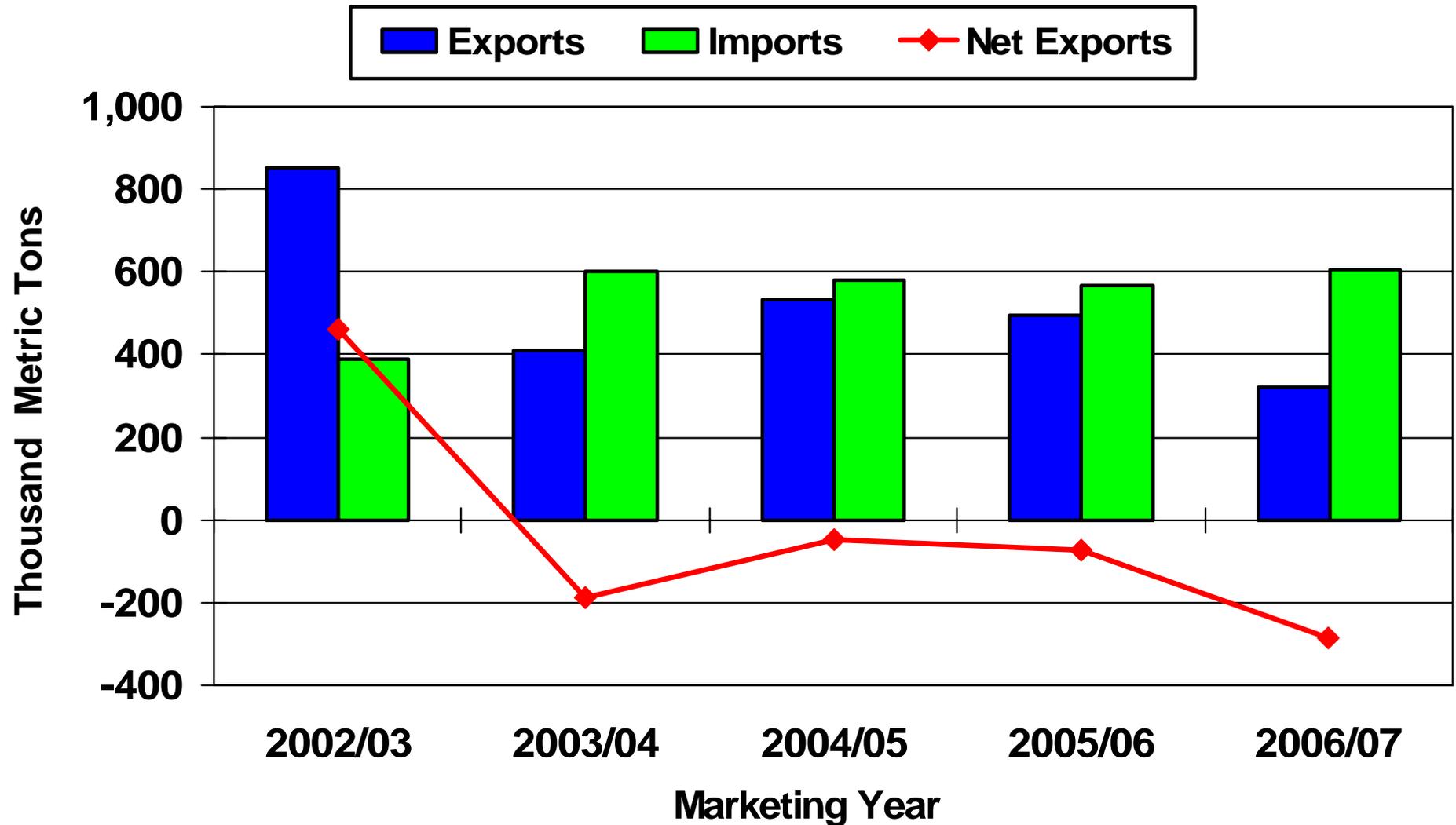


Source: Bureau of the Census, DOC

Note: HS070190

# EU Potato Trade Deficit Widens

*EU Became Net Importer in Fresh Potatoes in 2002/03, Imports Rising, While Exports Dropping*

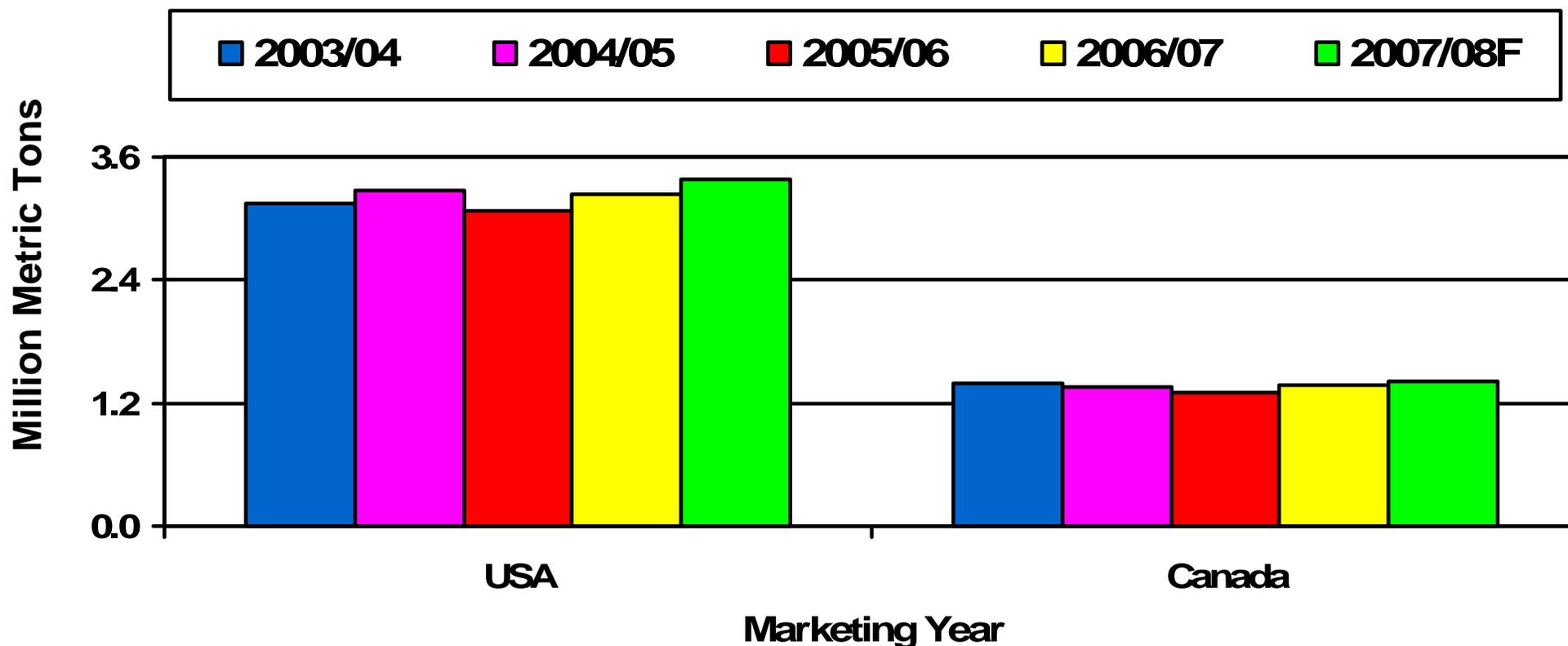


Source: Bureau of the Census, DOC

Note: HS070190. Does not include seed potatoes.

# Major Producers' Frozen Potato Products Production

*United States & Canada Expect Modest Increases in MY 2007/08*

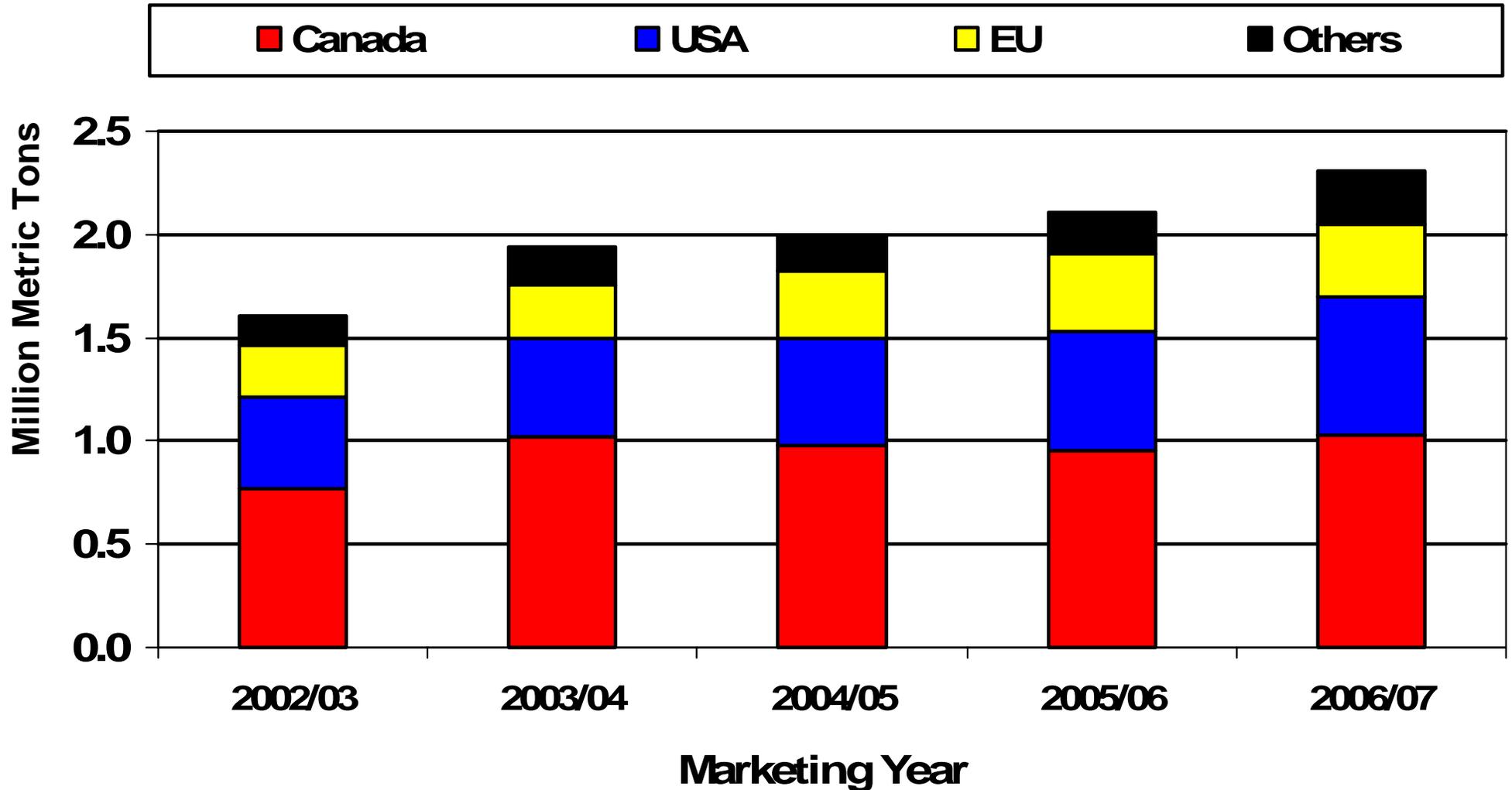


Source: USDA/FAS Attaché Reports; National Agricultural Statistics Service (NASS), USDA; Economic Research Service, USDA

Note: F=Forecast. Marketing year (MY) is July-June. U.S. production data are derived from NASS Potatoes Summary reports. A conversion factor of 0.55 is used to estimate frozen potato products production based on the potatoes utilized for processing.

# World Exports Dominated by Canada, But U.S. Catching Up Fast

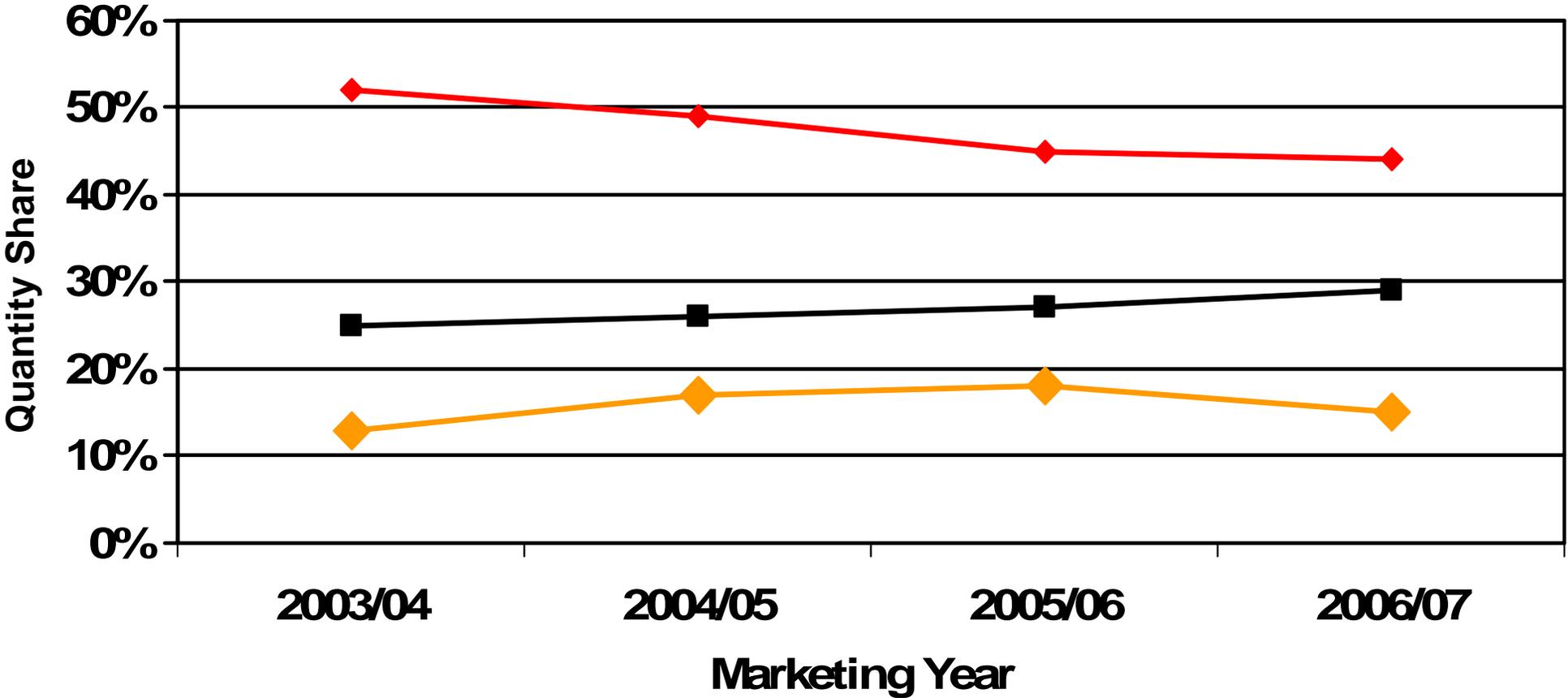
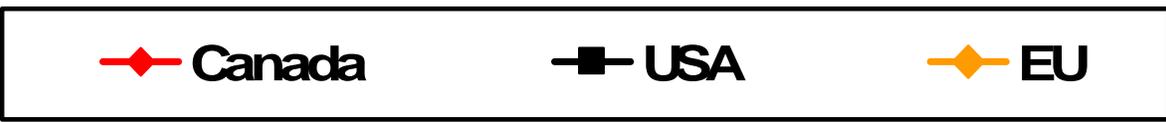
*U.S. Grew 50 Percent, While Canada Only Rose  
30 Percent Over Last 5 Years*



Source: Global Trade Atlas (GTA); Bureau of the Census, DOC  
Note: HS200410.

# U.S. Grabs Export Market Share from Canada

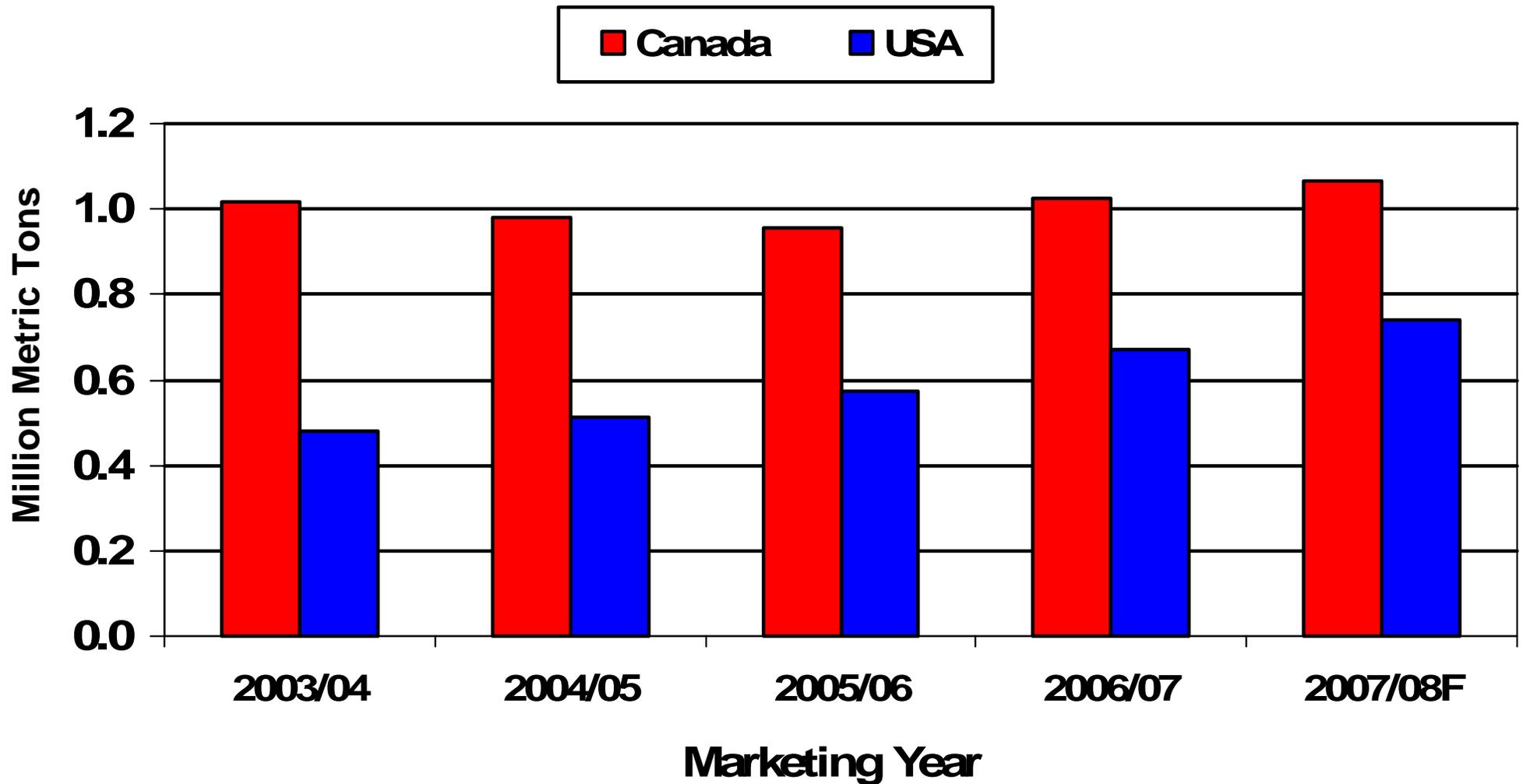
## *Canada's Export Share of Frozen Potato Products Shrank, While the U.S. Share Grew*



Source: Global Trade Atlas (GTA); Bureau of the Census, DOC  
Note: HS200410.

# U.S. Frozen Potato Products Exports Grow, Canada's Remain Flat

*U.S. Exports Forecast Up 10-Percent in 2007/08, While Canada Expects Only 4-Percent Growth*

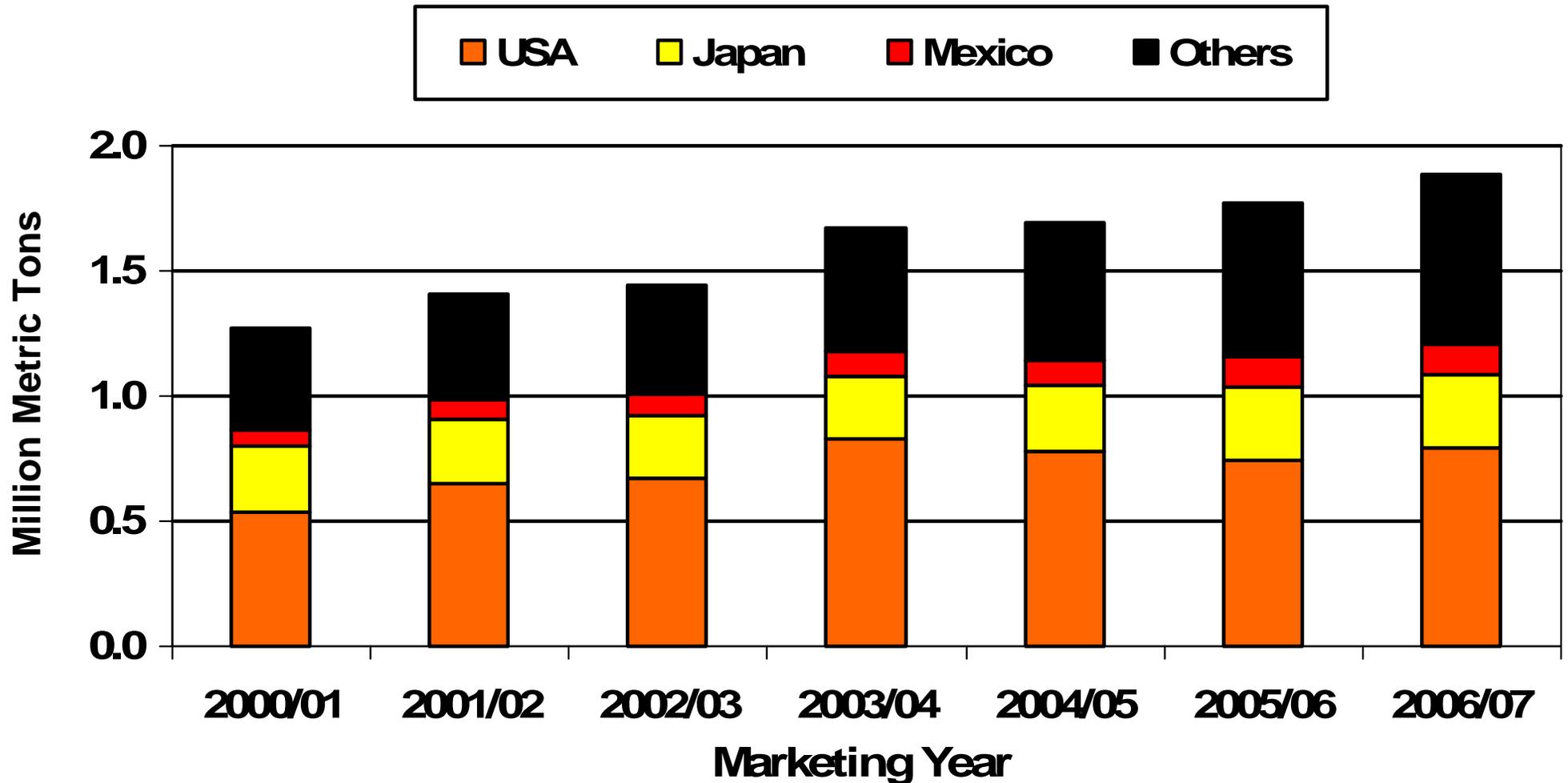


Source: Global Trade Atlas (GTA); Bureau of the Census, DOC

Note: HS200410.

# World Demand for Frozen Potato Imports Surged by 30 Percent Over Last 7 Years

## *U.S. Continues to Dominate Imports*

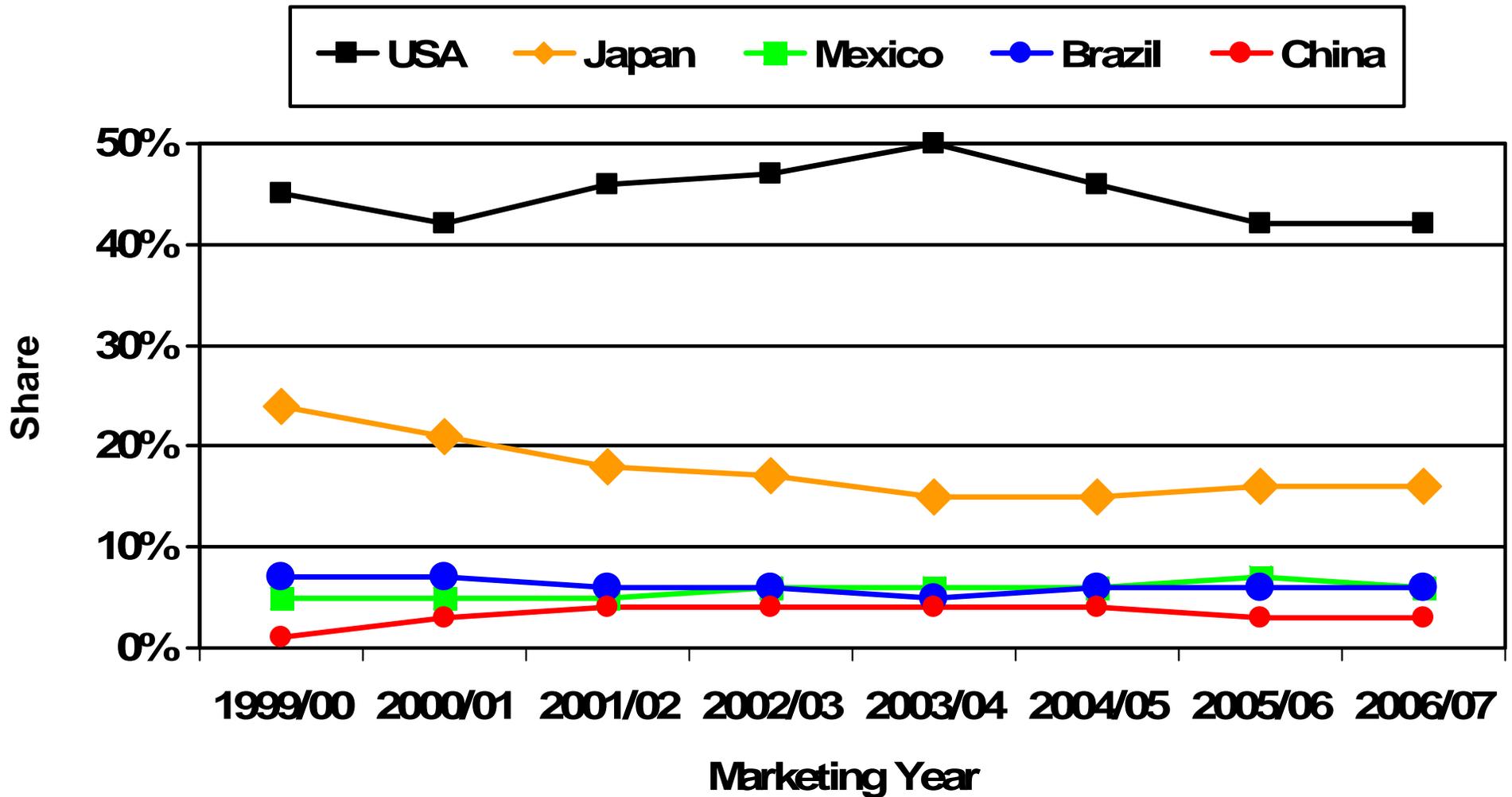


Source: Global Trade Atlas (GTA); Bureau of the Census, DOC

Note: HS200410.

# Top Importers' Shares of Frozen Potato Products Imports by Quantity

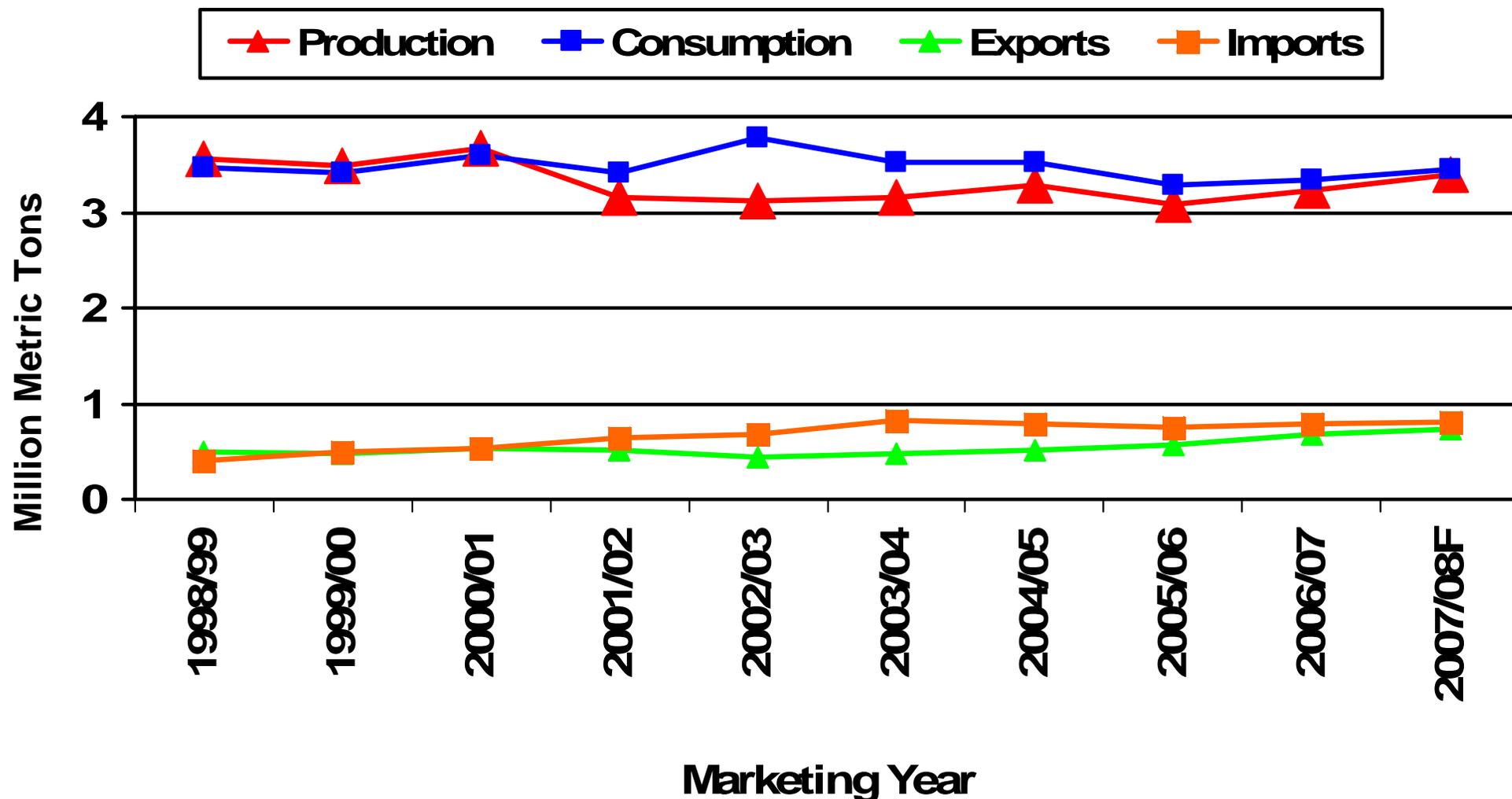
## U.S. Remains #1



Source: Global Trade Atlas (GTA); Bureau of the Census, DOC  
Note: HS200410.

# U.S. Market for Frozen Potato Products

*Modest Market Growth Expected for MY 2007/08*

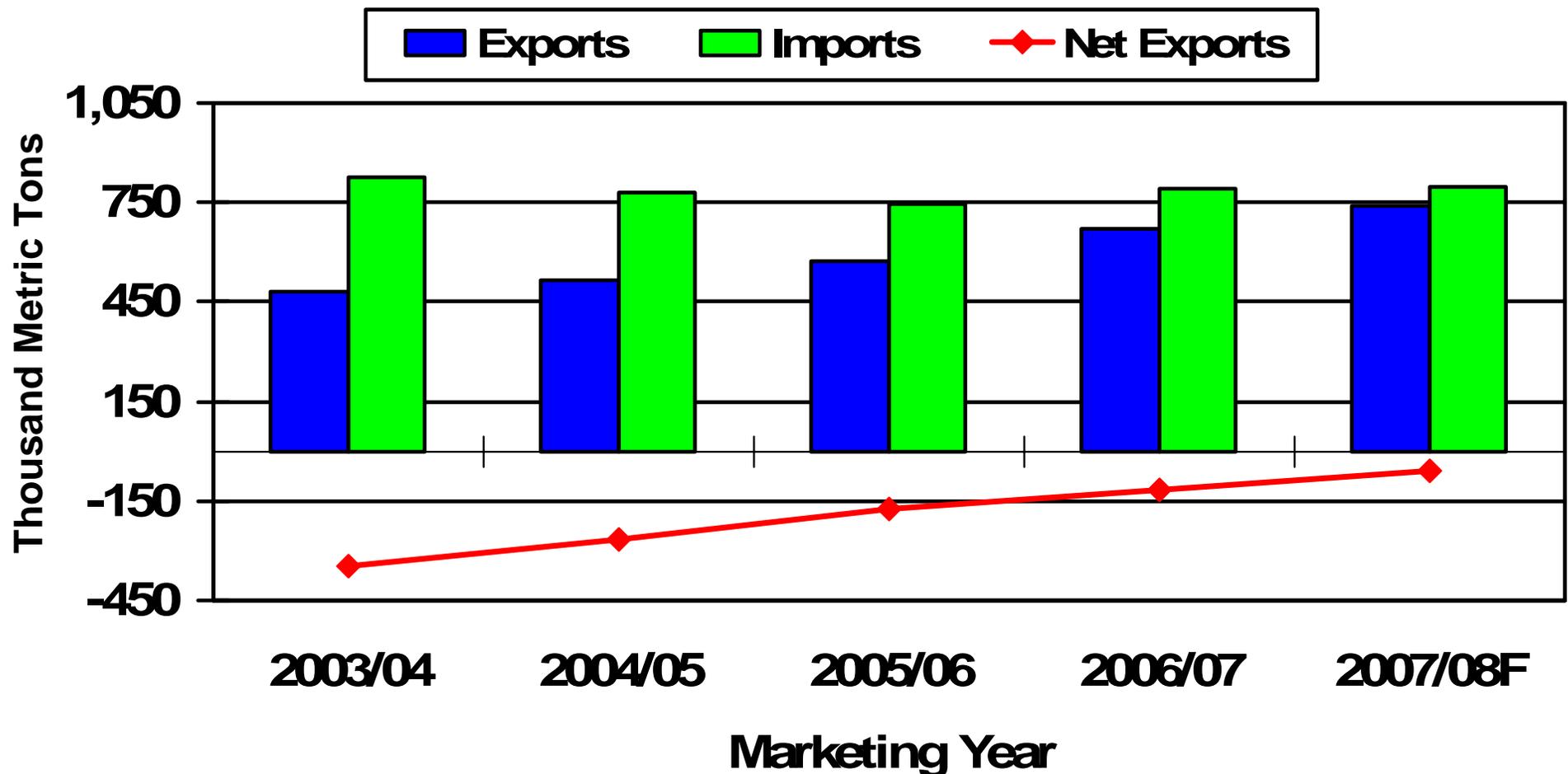


Source: USDA, Foreign Agricultural Service; USDA, National Agricultural Statistics Service; Bureau of Census, DOC

Note: F=Forecast. Marketing year is July-June. Production and consumption figures are arithmetically derived. A conversion factor of 0.55 is used to estimate frozen potato products production based on the potatoes utilized for processing.

# U.S. Net Trade Deficit in Frozen Potato Products Narrows

*Exports Forecast to Grow 50 Percent From 2003/04, Imports Expected to Remain Flat*

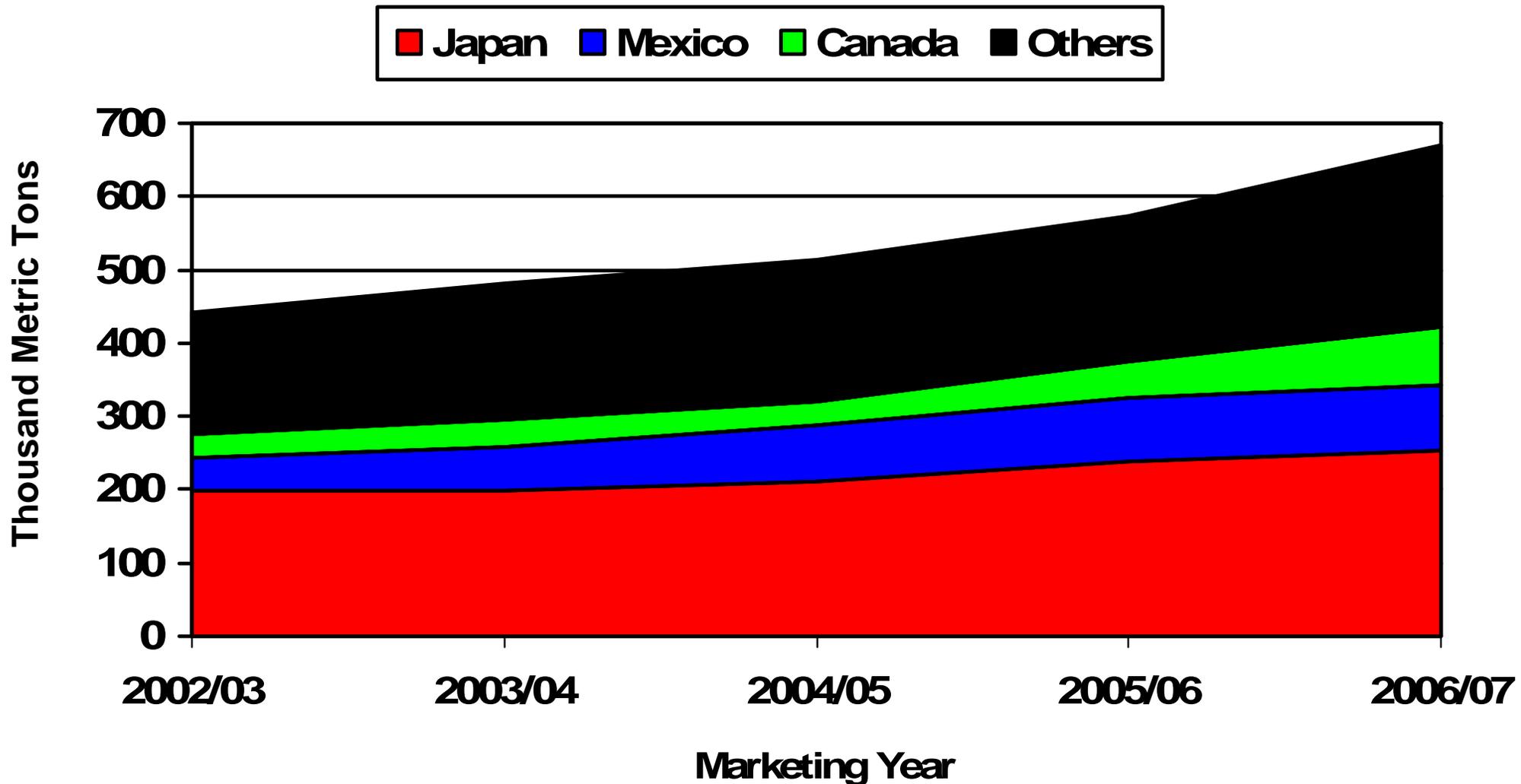


Source: Bureau of the Census, DOC

Note: HS200410. Frozen fries account for about 95 percent of this category.

# U.S. Exports of Frozen Potato Products

*Exports to NAFTA Partners Grew the Fastest Over the Last 5 Years*



Source: Bureau of the Census, DOC

Note: HS200410. Frozen fries account for about 95 percent of the category.

# U.S. Frozen Potato Products Exports Rise in Quantity & Value



Source: Bureau of the Census, DOC, and National Agricultural Statistics Service, USDA  
Note: HS200410. Frozen fries account for about 95 percent of the category.

# Percentage of U.S. Frozen Potato Production Exported Rose



Source: National Agricultural Statistics Service, USDA, and Bureau of the Census, DOC

# EU Net Trade in Frozen Potato Products

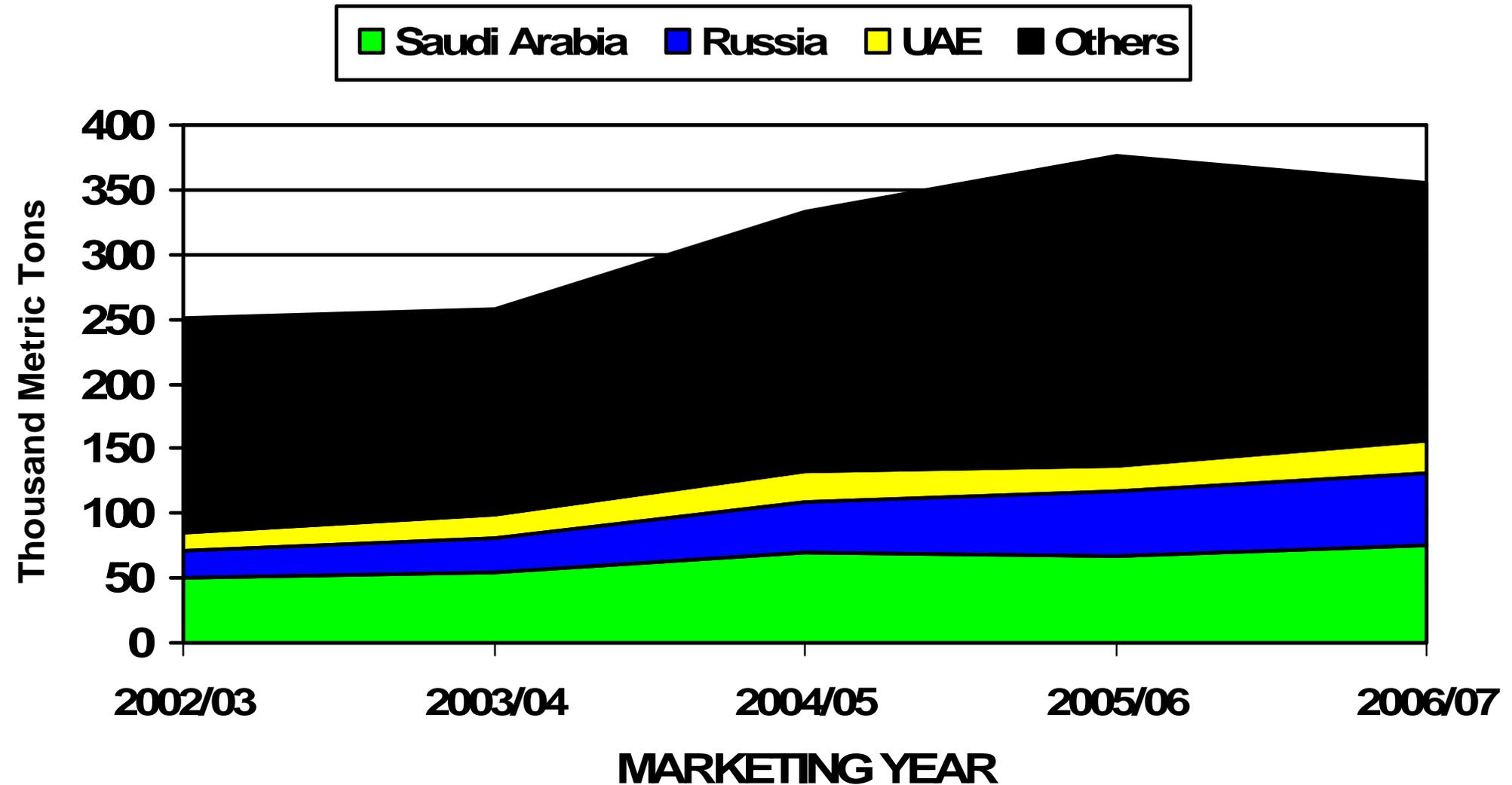


Source: Bureau of the Census, DOC

Note: HS200410. Frozen fries account for about 95 percent of this category.

# EU's Frozen Potato Products Exports

*Exports to the Middle East & Russia Account for Most of the Growth*

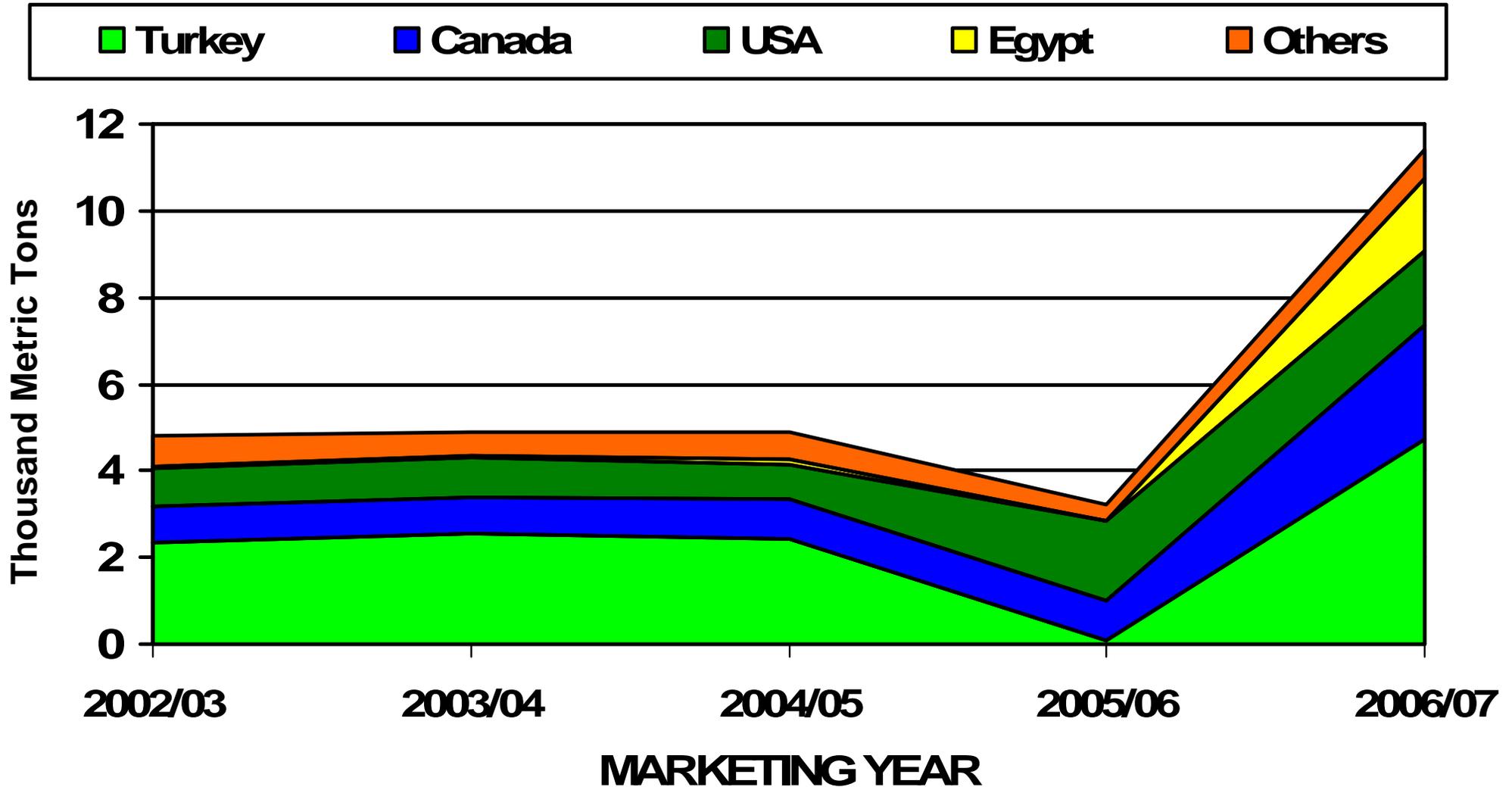


Source: Global Trade Atlas

Note: HS200410.

# EU's Frozen Potato Products Imports

## *Imports Skyrocket in MY 2006/07*

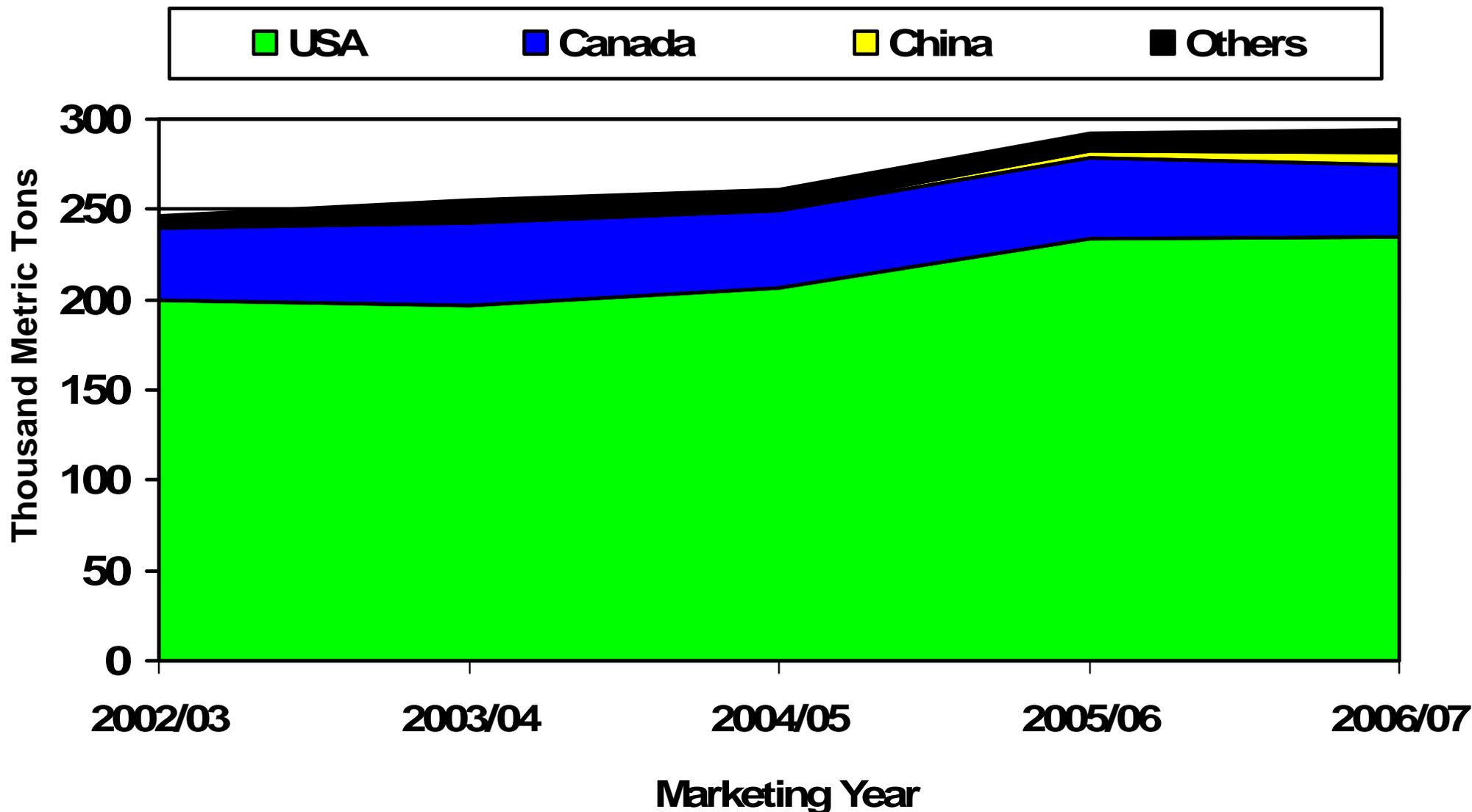


Source: Global Trade Atlas

Note: HS200410.

# Japan's Frozen Potato Products Imports

## *Imports from U.S. & China Rise*



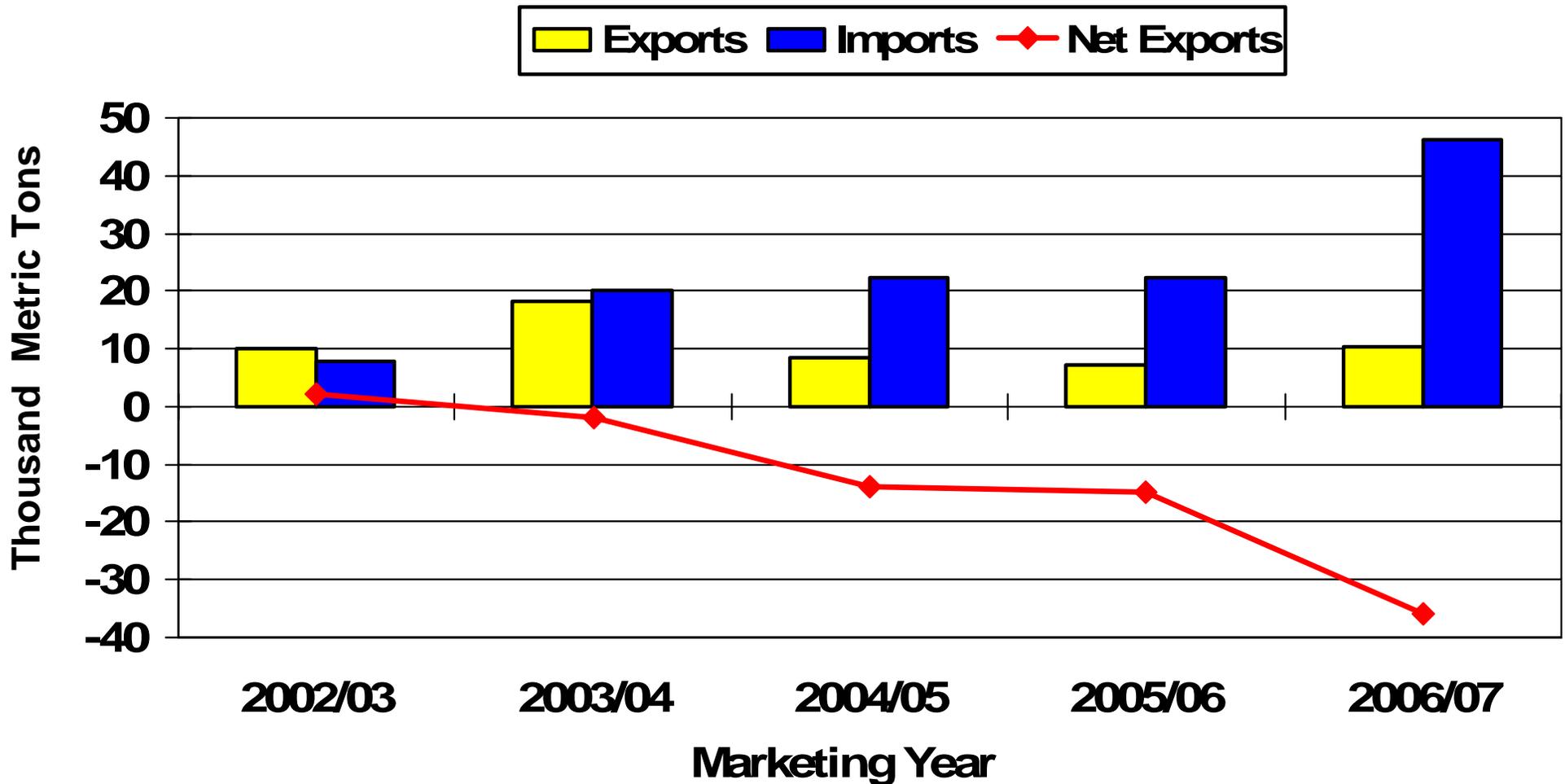
Source: Global Trade Atlas

Note: HS200410.

# Australian Frozen Potato Trade

## Deficit Widens

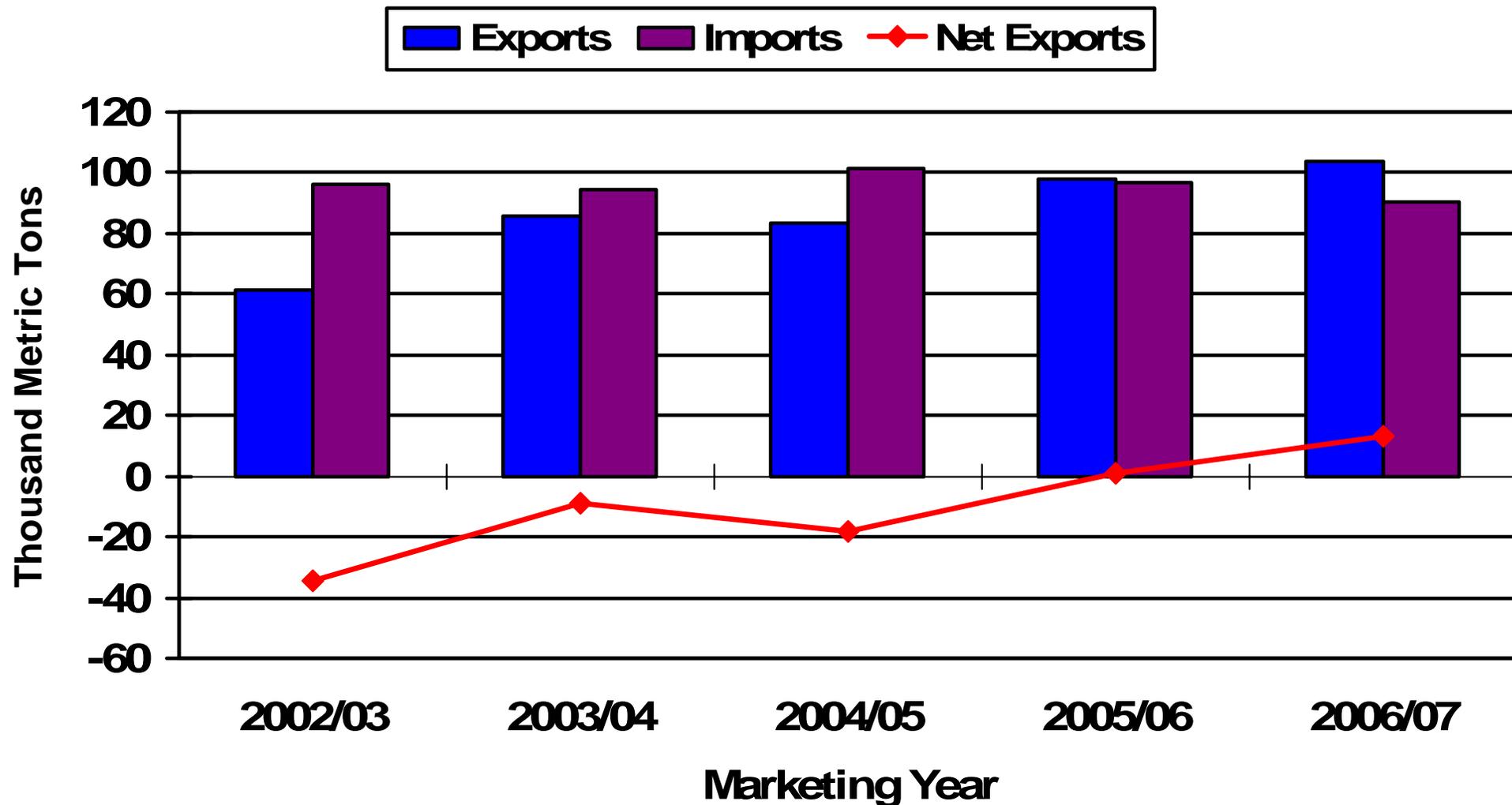
*Australia Became Net Importer in 2002/03*



Source: Bureau of the Census, DOC

Note: HS070190. Does not include seed potatoes.

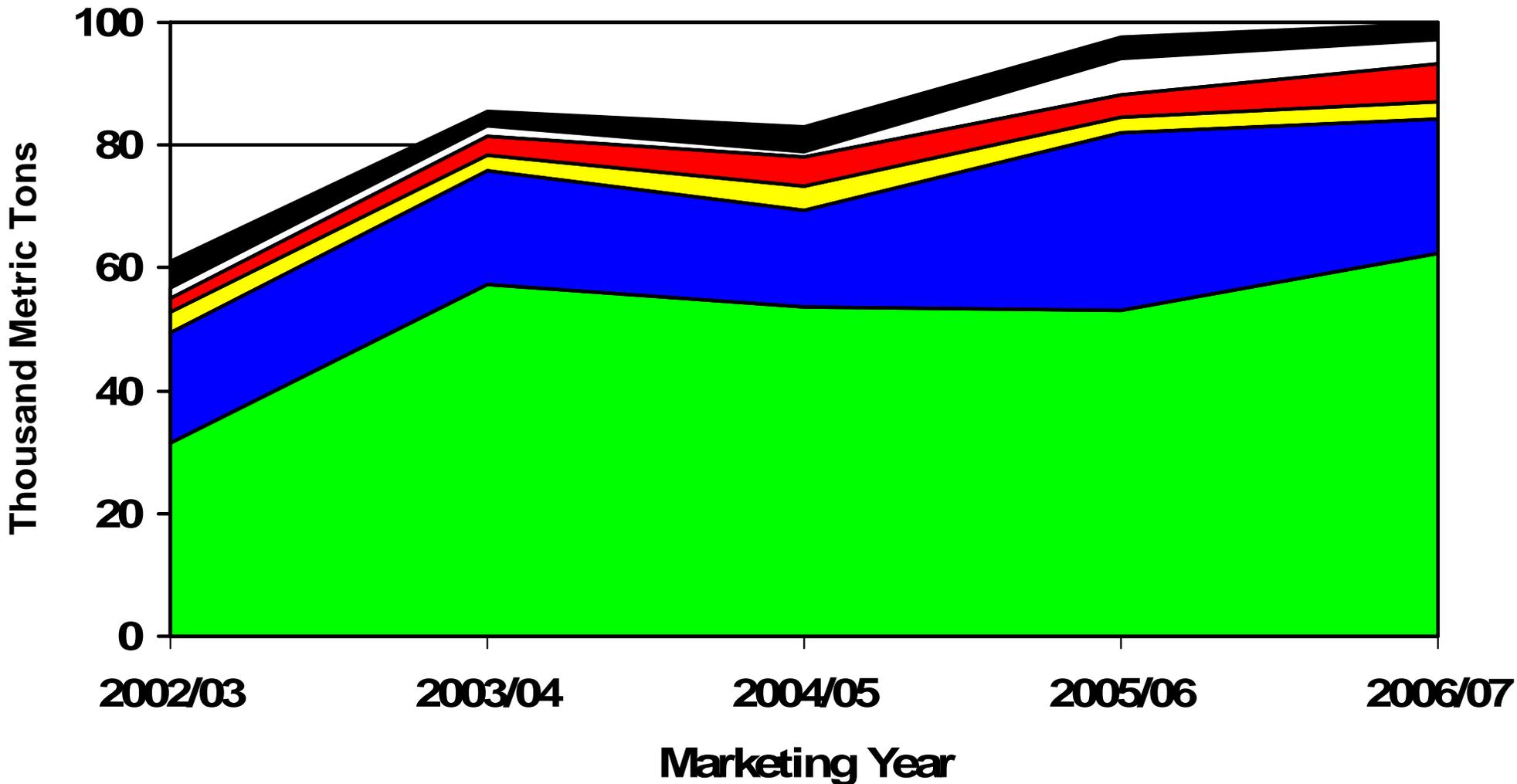
# U.S. Net Trade in Dehydrated Potato Products



Source: Bureau of the Census, DOC

Note: HS07129030, 110510, 110520, 110813, 2005200040, 2005200070, 3505100015. Excludes chips. Includes flour and starch.

# U.S. Exports of Dehydrated Potato Products by Group

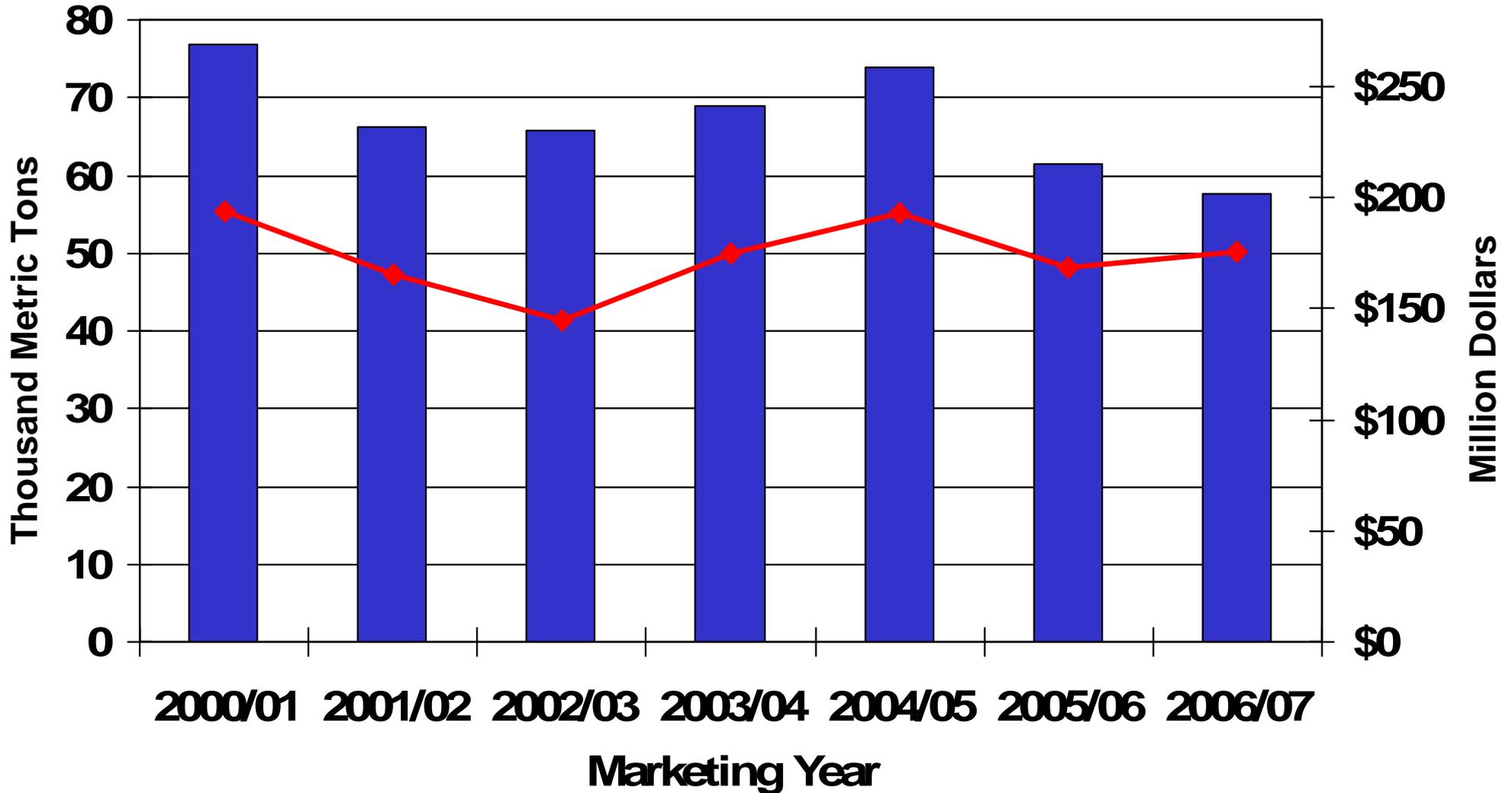


Source: Bureau of the Census, DOC

Note: HS07129030, 110510, 110520, 110813, 2005200040, 2005200070, 3505100015. Excludes chips. Includes flour and starch.

# U.S. Potato Chip Exports

Export Quantity    Export Value

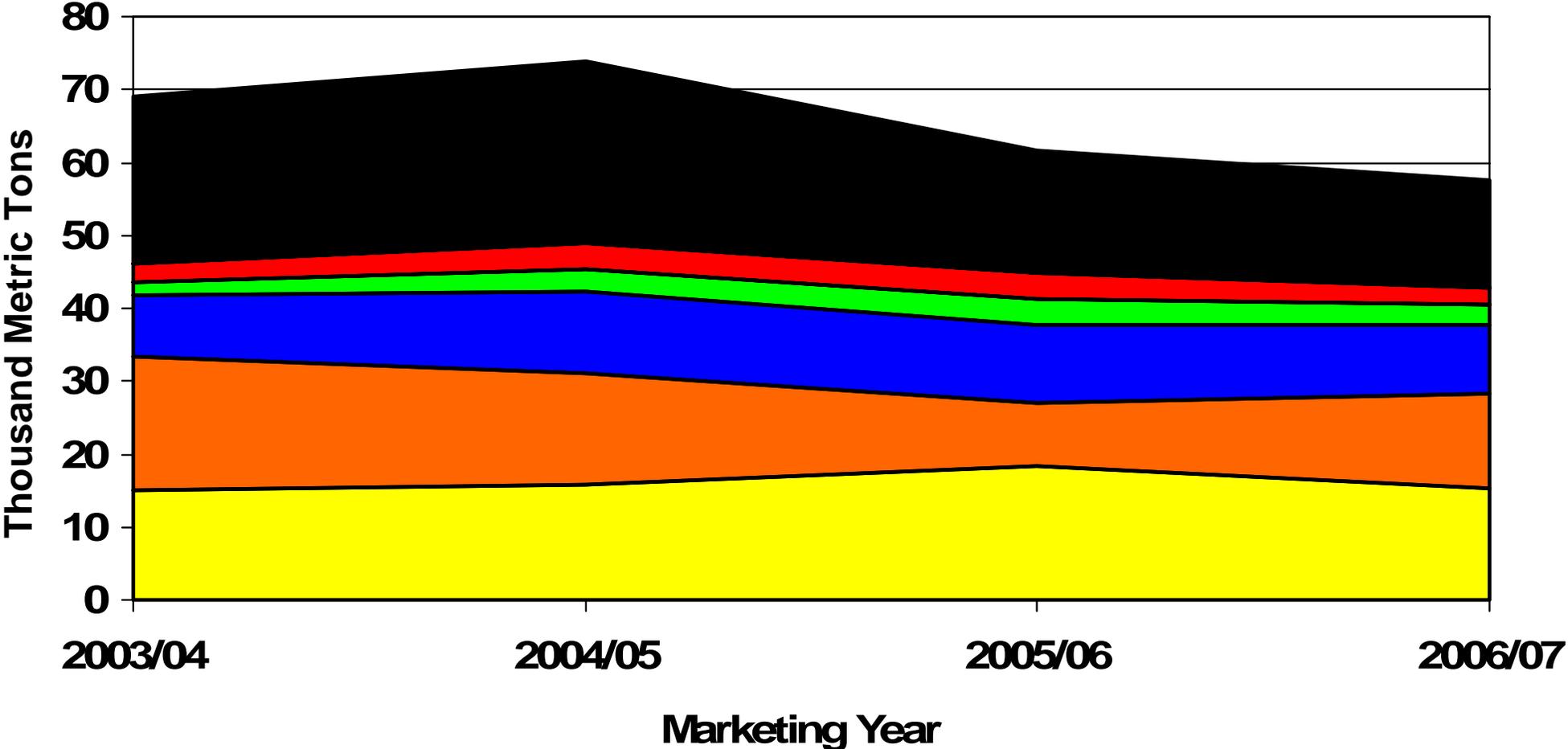


Source: Bureau of the Census, DOC

Note: HS2005200020

# U.S. Potato Chip Exports by Country

*Exports to Japan Rose, Dropped to Canada*



Source: Bureau of the Census, DOC  
Note: HS2005200020